

# AMASA's February forum tackles Government's bulk media buying roadmap

Issued by [Amasa](#)

28 Jan 2013

Donald Liphoko, chief director of advertising and media buying for the Government Communication and Information System (GCIS) is the first guest of AMASA's monthly forums for 2013. He will address the industry on 6 February.

Amongst his discussion points are that national government is championing in-house media buying as a model to provide cost-effective and transparent procurement for government through GCIS and that GCIS is setting up an in-house advertising agency with a focus on building systems and processes to operate a full service agency.

"The GCIS model will be rolled out in the provinces and major municipalities," says Donald, "but participation of state owned entities is voluntary and media owners have been identified as critical partners in implementing the in-house media buying model."

Members and non members are invited to join the presentation at no cost which will be followed by a Q&A session.

For more on AMASA, like us on Facebook (AMASA Jhb) or visit our website: [www.amasa.org.za](http://www.amasa.org.za)

Remember to bring along your business card for the monthly draw of R1000.

Date: Wednesday 6th February 2013

Venue: SterKinekor Preview Theatre, Primovie Park, 185 Katherine Street, Sandton

Time: 4:00pm for 4:30pm

▪ **E-commerce landscape in SA - Insights and trends for marketers?** 1 Dec 2021

▪ **Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?** 9 Nov 2021

▪ **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021

▪ **Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm** 28 Aug 2020

▪ **Amasa Ignite Webinar Forum - Purpose-driven conscious marketing** 28 Jul 2020

[Amasa](#)



The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>