

Future of media conference with international, local input

Head of the global WPP marketing and advertising, Sir Martin Sorrell, has given Jeremy Maggs an exclusive interview with valuable and exclusive insights from one of the most powerful people in the world in brand building...

This recorded interview will be screened at the Sandton Convention Centre on 21 July 2015 and be followed by a series of debates on the future of TV, radio, digital, magazines, newspapers and out of home.



Image via [123RF](#)

Topics

- Radio - Media markets are increasingly more fragmented and in a DTT environment, radio is going to be the most fragmented of all, so where is the value for both listeners and advertisers and how is it evolving?
- Television - the power of a focused pair of eyes is still something marketers cannot ignore but the problem is, are we measuring the unfocused eye?
- Newspapers - in this age of closure, consolidation and plunging circulation numbers how do newspapers remain relevant and agenda setting?
- Magazines - on a crowded shelf, it's the magazines that are niche-ing and re-niche-ing that survive and ultimately profit. So is there a future for the general interest title?
- Out of home - from shopping mall engagements, township activations to billboards, is the mobile phone the new OOH medium?
- Digital - these 7 letters have never meant more, or stood for so much as they do in 2015. There is a plethora of media options just under the broad banner of digital that marketers are either riding to their advantage or being hoodwinked to their cost.

The event takes place from 8am to 6pm and costs R2,150 ex VAT, there is a 10% discount on bookings of five or more. For more information, email Marcia Minnaar, marcia@thefuture.co.za.

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