

# AMASA celebrates women in business at August meeting!

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August is women's month and a good time to celebrate the increasingly important role women are playing in the business arena. AMASA (The Advertising Media Association of South Africa) invites you and your colleagues to an insightful presentation by Dr Klaas Jonkheid, Director, iD8 Marketing Services, entitled Men Are From Mars, Women Are From Venus - Unravelling The Differences.

Dr Jonkheid identifies that the new millennium brought new found challenges to the business world and points out that although there has been significant progress, women in leadership and management positions are still 'handicapped' by a paternalistic environment. Using his broad insight into the business world, and keen interest in consumer behaviour, Jonkheid analyses the real and stereotypical differences between men and women, and how they can use these to reach their full potential.

In a funny, witty and very well thought-out presentation. Jonkheid suggests that by studying the goddesses from mythology, women in leadership can celebrate their differences from men and improve their creativity and effectiveness in the business world.

With a D Comm in Marketing Management from RAU, Jonkheid has worked his way through the marketing ranks as a marketing and communication strategist through to Strategic Planning Director at advertising agency FCB. He regularly lectures at WITS and RAU, and is a multiple SAMRA award winner, as well as a member of the Society for Consumer Psychology in the US. During his career Klaas has devised branding and communication strategies for numerous major brands and in 2003, together with Dr Thomas Oosthuizen, established iD8 Marketing Services, an organisation that utilises unique insights and differentiated strategic solutions, to create business and brand value.

Join AMASA for this unique presentation, celebrating women in business!

**Date:** Wednesday 25 August 2004

**Time:** 12h30

**Venue:** The Inanda Club, Ballroom, 1 Forest Road, Inanda

**Cost:** AMASA Members - Free; Non-Members - R50.00.

For more info visit [www.amasa.org.za](http://www.amasa.org.za)

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