

ASA 50th Anniversary Conference Spotlight on Marketing Regulation

15 November 2018 – 10am-4pm
Sandton Convention Centre

Cost:

Funders* – R2875 (incl VAT)

Non-Funder – R3450 (incl VAT)

*A funder of the ASA is an entity that contributes, on a monthly or annual basis, to the ongoing funding of the ASA. Contact gail@asasa.org.za to find out more.

MAC Entities will be able to claim cost of conference ito s13/20 of the MAC Sector Charter.

RSVP and invoice – ceo@asasa.org.za

The full day, content rich line up includes:

- ▶ Stephan Loerke, CEO of the World Federation of Advertisers on the international movement against gender stereotypes in advertising.
- ▶ William Bird, Director of Media Monitoring Africa, on advertising to children.
- ▶ Stephan Loerke and Gail Schimmel, CEO of the ASA, in conversation on self-regulation and how SA measures up.
- ▶ Quick overview sessions on advertising applications of trademark law, copyright, the Consumer Goods Ombud, and other vital areas of advertising law.
- ▶ Greg Garden, CEO of MASA, on advertising applications of the new marketing measurement tools.
- ▶ And much, much more.