

Branding South Africa

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AMASA Joh'burg's July meeting on Monday 29 July will tempt even the most confirmed homebodies out into the cold to hear Yvonne Johnston talking about branding our country both locally and abroad.

Besides being an accomplished speaker, Yvonne Johnston is well known in our industry, having been involved in advertising and marketing for over 20 years as a highly respected Media Director before launching her own marketing consultancy. Yvonne was recently appointed CEO of the International Marketing Council, developing Brand South Africa, a Government/Private Sector partnership aiming to positively influence perceptions about the country thereby encouraging trade, tourism and investment and simultaneously encouraging South Africans to believe in their country.

Entitled 'Brand SA', Yvonne's presentation to AMASA will highlight the role of media and other communication channels in positively positioning South Africa, both locally and globally.

Date: Monday 29 July 2002

Venue: The Blues Room

Village Walk

Sandton

Time: 17h30

Cost: Members - Free entry on presentation of membership card

Non Members - R50.00

Sponsor: Food kindly sponsored by SABC Airtime Sales

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