

# AMASA looks at media and sales negotiations

Issued by [Amasa](#)

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On Wednesday, 3 July, the Advertising Media Association of South Africa (AMASA) hosts former Unilever media director Debbie Dale who discusses the often subjective topic of media negotiations.

Having proven her mettle as an expert media negotiator, Debbie mentors individuals and teams within the marketing, media and advertising sales industries on media negotiation and has just launched an e-book on the subject entitled 'Advertising Budgets: A Marketing & Media Sales Negotiation'. The talk will be moderated by Gordon Muller.

Topics to be covered in the July forum include how to create value beyond price; defining the role of the media agency in the negotiation process; the most important aspects of a good negotiation and the major challenges facing the industry in terms of media negotiations.

"The topic of media negotiations is an often prickly one so we're keen to bring it to the fore," says AMASA Chairperson Lyn Jones. "It's critical for all parties in media negotiations to shift the current mindset from a client/supplier trading approach to being that of a true brand communication partner, and we also need to define what the unique needs of marketers, media agencies and media owners are throughout the negotiations process. We're looking forward to getting Debbie's perspective and also hearing what the audience has to say on the topic."

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

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Date: Wednesday 3 July 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



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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.

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