

RAC Lite hits SA in August

Following the success of Caxton and CTP Publishers & Printers' RAC Lite, a one day version of the American Retail Advertising Conference which the stable brought to South Africa in 2008, marketers and advertisers can look forward to the second edition in August 2010.

A variety of dynamic speakers from the United States' Fortune 500 retail companies will present to delegates from South Africa's retail, media, marketing and advertising industry on 24 August 2010 in Johannesburg at the Kyalami Theatre on the Track and 26 August at The Lord Charles in Somerset West, Cape Town.

Focus on survivors

According to John Bowles, Joint MD of the Newspaper Advertising Bureau, this year's Retail Advertising Conference in South Africa will be based on the theme of retail survivors. The speakers will provide a global perspective on the challenges that retail, advertising and marketing professionals have faced during the global recession. Delegates attending the one day conference will also be exposed to dynamic and ground-breaking retail advertising campaigns and presentations on the tools and techniques used to succeed in the retail advertising jungle.

Professor Byron Sharp, the Director of the Ehrenberg-Bass Institute for Marketing Science - a world-class research institute that delivers real scientific knowledge and discoveries to corporations all over the world - will once again grace centre stage. He will be giving a special presentation on the retail implications of the discoveries in his recently published book: 'How to grow brands: what marketers don't know', which is based on decades of research that has progressively uncovered scientific laws about buying and brand performance. Delegates will get a chance to win copies of the Professor's sell-out book and have it personally signed on the day.

RAC Lite is an invitation only event. For more information, please contact Camilla Armstrong on camilla@nab.co.za.

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