

# Marketers, advertisers and agencies - Mind the gap!

Issued by [AMASA](#)

23 Jan 2006

The communication and advertising industry is invited to attend the Advertising Media Association of South Africa's (AMASA's) first 2006 meeting where Barrie Bramley will discuss improving communication with, and to, all generations. The dynamic presentation, 'Mind the Gap!' will be at the JSE on 1 February 2006.

Bramley and his colleagues have studied the different generations to understand the "generation gap". For marketers it means communicating efficiently with varying age groups, effectively increasing awareness of clients' services or products. The study also provides clues on how to communicate to different generations.

"Own your Past, Know your Generation, Choose your Future!" - the innovative Mind the Gap meeting on the 1st February 2006 can be heard at the JSE, 1 Exchange Square, Gwen Lane, Sandown at 16h00 for 16h30.

***AMASA's February meeting is kindly sponsored by Daily Sun.***

- **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

[Amasa](#)



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.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>