

# AMASA Joburg March Forum - How efficient is your segmentation model?

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The ever-changing competitive consumer landscape has made it more difficult for marketing and advertising professionals to foretell consumer behaviour and how to best construct messaging that appeals to their diverse needs.

Marketers across the government and business sectors face the challenge of staying up to speed with knowing what their consumers' needs and interests are, in order to efficiently deliver products and services that meet the requirements of these audience segments.

Join AMASA Joburg as we host Donald Liphoko, Director-General of Government Communication & Information System (GCIS). Donald will unpack the thinking and methodology behind the newly launched Government Segmentation Model. Even though his main responsibility is to lead South African Government Communications programmes and drive coherent country communication to citizens at home and abroad, he is no stranger to the media and advertising fraternity.

Donald's presentation will provide an overview of the journey taken to produce the Government Segmentation Model, which is a truly unique and innovative platform which will enable communicators and government officials to better understand the needs of South Africa's diverse audiences. As the media and advertising fraternity is presented with this segmentation model, let's integrate and explore the different ways that it can be used within our industry to offer the best solutions to our clients.

The AMASA Committee looks forward to hosting you at the March Forum:

**Date:** Wednesday, 8 March 2017

**Time:** 16h30 for 17h00 (business networking after forum session)

**Venue:** Sandton City (Ster-Kinekor) - Ground Floor, Sandton City, Rivonia Road, Sandton

▪ **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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