

Carat Media hosts internal conference, launches blog

CAPE TOWN: Aegis Media's agency, Carat Media will be hosting an internal conference for its African representatives from 27-30 June 2011 in Durban. The Carat Media Training Conference, which will also be attended by digital agency Trigger/ Isobar, aims to provide a platform for representatives to share learnings, insights, trends and experiences that have taken place within their media and digital agencies.

"As part of our continued growth and expansion in Africa, and as a follow-up to the conference, we plan to launch a comprehensive and insightful industry blog. The objective of our blog is to ensure that the entire industry is able to learn from our strategic leading market position," said Dawn Rowlands, CEO of Aegis Media.

Existing clients and prospective new clients will be able to review industry case studies and benchmark campaign trends in Africa in the digital arena. Aegis Media has a footprint in 11 African countries. The blog can be found at <http://aegismedia.wordpress.com/>.

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