

AMASA demystifies the South African teen market

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Join AMASA JHB on Wednesday 3 March 2004 at the Inanda Club for a panel debate on the highly topical South African teen market.

Entitled "De-mystifying the South African Teen Market", the debate will be chaired by Jane Lyne, Managing Director of Logistix Kids SA. Speakers representing the television, radio and print mediums are on the panel and will share their insights into communicating to the youth market.

Speakers Panel:

Craig Simms - MD of Atoll Media and Publisher of Zigzag, Blunt & Saltwater Girl magazines

Sam Sneddon - MD of 8 Ink Media & Publisher of Seventeen Magazine

Seugnette Comber - Director, Owner and Marketing Editor of Free 4 All magazine

Helen Smit - Head: KTV, K-World, and Go

Lindy Zokufa - Brand Manager: Yfm

Logistix Kids SA, a youth specialist company focusing on Creative Market Solutions for the kids and youth markets, is sponsoring this AMASA meeting. The company is affiliated to Logistix Kids Worldwide, one of the world's leading youth consultancies and currently ranked No 1 in the UK.

Date: Wednesday 3 March 2004

Time: 12h30

Venue: The Inanda Club, Chukkas Room, 1 Forest Road, Inanda

Cost: AMASA Members - Free; Non-Members - R50.00.

Editorial contact

Owlhurst Communications

Kirsten Doyle

Tel: 884-2559

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