

IAS to attend the AdForum Summit 2020

The Independent Agency Search & Selection Company (IAS) is set to attend the 2020 AdForum Worldwide summit scheduled to take place virtually between 29 June and 6 July 2020. The summit will discuss a series of industry-related issues, challenges, and trends in the international advertising and communications world.

The 2020 AdForum summit invites global industry pitch consultants and intermediaries, international network and independent agencies to share experiences to help shape the industry into the future, and this year's line-up of presenters include Philippe Krakowsky (COO at IPG), Mark Read, (CEO for WPP), Chris Hirst (CEO at Havas Creative).

"The Summit format is quite different this year due to the impact of Covid-19 - not only in how it is delivered but also in terms of content. The whole IAS team of consultants will be attending the Summit for the first time and this again is a huge plus for us as a business," said CEO of the IAS and partner for SCOPEN Africa, Johanna McDowell.

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