

Online Tuesday is coming to South Africa

Issued by [Incubeta](#)

2 Apr 2015

On Tuesday, 14 April, the kick-off will be held for Online Tuesday South Africa, in the Upper East Side Hotel (DoubleTree by Hilton), in Cape Town. Speaker for the launch is a digital marketing guru straight from Amsterdam - [Michael Ossendrijver](#), VP media and technology of [DQ&A Media Group](#).



In his opening presentation for Online Tuesday in South Africa he will address the challenges modern digital marketers face. How to reach the consumer in this cross-channel and cross-screen world can be a daunting task.

The evening will be hosted by [Schalk Bezuidenhout](#). Bezuidenhout is a comedian as well as a drama student at the University of Cape Town. He is known for his hilarious comedy material and quirky dress sense.

[Online Tuesday South Africa](#) is organised by its founding partners: DQ&A Media Group, Initiate International and Memeburn.

"Online Tuesday is all about sharing knowledge and networking," said founding mother of Online Tuesday The Netherlands [Heleen Dura - van Oord](#), "What better way to give the South African digital marketing industry a good push than to have an evening filled with knowledge sharing and inspirational meetings."

"Here at Initiate International we feel the landscape of change is on the horizon in South Africa. The digital arena is one of those that has been bubbling away for some time. As one of the founding partners of Online Tuesday we can help change the digital future of this country at real grassroots level." Says Lois Bright, Group Managing Director of [Initiate International](#).

"We're proud to be associated with the Online Tuesday events, the approach is both informative and refreshing. The real experts are often the people working on the ground, their work is second nature, and we're looking forward to hearing from both established and new voices in the industry. This platform allows us to share that knowledge, demystify digital and uncover new trends in order to help each other move forward." Melissa Chetty, Head of Digital Marketing at [Memeburn](#).

About Online Tuesday

[Online Tuesday](#) has its beginning in Amsterdam, and is organized by Marketingfacts, NEWPEOPLE, Traffic4u, PostNL and DQ&A Media Group. Where it started in 2010. It is an event that takes place every second Tuesday of the month in Amsterdam. During this event, which is attended by 150-250 people, a specific digital marketing topic is discussed. The goal of Online Tuesday is to share not only practical experience - for example in the form of case studies - but also visionary ideas about the future of digital advertising.

About DQ&A Media Group

DQ&A Media Group is a digital marketing company founded in 2001 as a specialist in digital advertising technologies. With our headquarters in The Netherlands and 140 digital marketing specialists in 8 offices around the globe, we are committed to providing high quality performance marketing, technology & data management services. We are performance focused experts in advertising technologies and have the know-how to turn data into actionable insights for publishers, advertisers and agencies around the world. DQ&A Media Group has two main divisions under the same roof - DQ&A One and Adsimilis, which are focusing on different areas in our business.

For more information:

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