

# Capturing the hearts and minds of the SA teen market

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Join AMASA Cape Town at their next meeting on February 24th, 17h15-17h45, at the Winchester Mansions Hotel Sea Point for a panel debate featuring Paul Kerton (wicked), Craig Sims (Zigzag, blunt and Saltwater Girl), Samantha Sneddon (Seventeen) and Barry and Suegnette Comber (Free 4 All).

**Topic:** A Panel Debate on the topic "Capturing the hearts & minds of the SA teen market", which will be kindly chaired by Di Paice. Issues, amongst others, that the panel would like to raise range from how we need to: "listen as much as talk", how "radical is good", that advertisers cannot underestimate the power of print in the youth arena, and the "seven myths of marketing to teenagers".

## Speakers Panel:

Paul Kerton - MD of Style Lab & Publisher of wicked Magazine (MD Style Lab)  
Craig Sims - MD of Atoll Media & Publisher of Zigzag, blunt & Saltwater Girl magazines  
Samantha Sneddon - MD of 8 Ink Media & Publisher of Seventeen Magazine  
Barry Comber - Editor/Publisher of Free 4 All (Director and owner)  
Suegnette Comber - Marketing Editor of Free 4 All (Director and owner)

**Cost** for members FREE. R50 non-members, Students R25.

Please RSVP to Naomi Isaacs on .

Kind regards,

AMASA Publicity – Cape Town

- **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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