

The Marketing Achievement Awards and Summit moves to June 2019

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The [Marketing Achievement Awards](#) (MAA) team is pleased to announce that, due to numerous requests, the 2019 awards ceremony and [Marketing Achievement Summit](#), will now be taking place on 26 and 27 June 2019 at Sun City.



Great interest has been shown in what is set to become one of the most important marketing industry awards initiatives. In the spirit of future-proofing the industry, raising the bar and showcasing the sector's best talent, a [council](#) of esteemed marketing professionals collaborated to launch the inaugural Marketing Achievement Awards.

There were substantially more entries than anticipated. Many entrants and potential delegates wanted to attend the event, but said the original dates were unsuitable. In the best interest of the marketing industry and in order to make the awards more accessible, this year's event will be moved from 2-4 April to 26-27 June. The new dates provide enough time for those wanting to attend to make the necessary arrangements.

Proceedings will kick off with a networking welcome cocktail party on Wednesday 26 June. Industry leaders will share valuable insights on Thursday, 27 June, at the Marketing Achievement Summit with the theme "Future-proofing marketing".

The glamorous awards gala dinner will be held in the Sun City Superbowl on the evening of 27 June. There will also be a South African Hall of Fame induction for marketing, honouring the finest in the field.

The impressive response from the marketing industry in the call for entries has given the judges, who sit on the council, a tough job selecting the best and bravest of marketers to set a new benchmark for South Africa.

The change of date will ensure that all marketers who have made the effort to enter the awards are given the opportunity not only to be in the room, but to extend the invitation to their agencies, clients and the broader marketing community. The event is open to everyone interested in supporting the MAA's goal of uplifting the local marketing industry.

South Africa has one of the most dynamic and diverse markets in the world and it is important to celebrate and reward the industry's most strategic, effective and successful marketing campaigns and the people behind them.

The MAA event will entail more than just an awards ceremony. With world-class speakers and live action plenaries, the summit will not only celebrate great strategic marketing, but also get marketers to challenge the way they think, be a part of the conversation and help chart the way forward for South African marketing.

Some of the questions being asked at the summit include:

- Is the strategic importance and contribution of marketing to business performance eroding over time?
- What are the “new rules of engagement” for future marketing and communications?
- How do you build a brand across Africa’s diverse countries?
- Are South African companies innovating, or are they going to be disrupted?
- Can marketing reshape our nation’s destiny?

Come up for the day, or stay at the fabulous Sun City for an evening or two – be part of the conversation and join us as we celebrate the brains behind the beauty, the minds behind the magic!

There are still partnership opportunities available. Email Clive Grinaker at clive@gsm-sponsorship.co.za for more information.

Follow the conversation on:

- Facebook: <https://www.facebook.com/MktingAchievers/>
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- YouTube: <http://bit.ly/MarketingZA>

Links:

Marketing Achievement Awards:

<https://www.marketingawards.co.za/awards/>

Marketing Achievement Summit:

<https://marketingsummit.co.za/>

Reservations and programme: <http://www.cvent.com/d/s6qw1g>

" **Marketing Achievement Awards partnering with Kantar to explore how to build brands for the future** 28 Feb 2022

" **Marketing Achievement Awards - last call to register to enter** 9 Feb 2022

" **Entry deadline extended for MAA's flagship leadership award, Marketing Organisation of the Year** 25 Jan 2022

" **Nominations now open for 2021/2 Marketing Achievement Awards' Rising Star and Marketer of the Year** 2 Dec 2021

" **All the Marketing Achievement Awards 2021 winners** 1 Apr 2021

Marketing Achievement Awards



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