

## DMASA Insights Conference to take place on 25 March

The Direct Marketing Association of South Africa (DMASA) is set to host the Insights Conference virtually on 25 March. The theme this year's event is *Resilience and Reinnovation*, which speaks to marketing in the new Coronavirus-impacted reality.

Conexance president and co-founder, Didier Farge, is this year's international speaker, while local speakers are Candice Goodman (managing director of Mobitainment) Stefan Oberholzer (CEO of Weavind Online), Nicole Glover (Assegai Awards Young Direct Marketer of the Year 2020), and Keeno Johnson (executive head of direct and digital at Old Mutual).

The event is free to attend and DMASA members and non-members alike can register to attend [here](#).

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