

# Marketers, advertisers and agencies - Mind the gap!

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The communication and advertising industry is invited to attend the Advertising Media Association of South Africa's (AMASA's) first 2006 meeting where Barrie Bramley will discuss improving communication with, and to, all generations. The dynamic presentation, 'Mind the Gap!' will be at the JSE on 1 February 2006.

Bramley and his colleagues have studied the different generations to understand the "generation gap". For marketers it means communicating efficiently with varying age groups, effectively increasing awareness of clients' services or products. The study also provides clues on how to communicate to different generations.

"Own your Past, Know your Generation, Choose your Future!" - the innovative Mind the Gap meeting on the 1st February 2006 can be heard at the JSE, 1 Exchange Square, Gwen Lane, Sandown at 16h00 for 16h30.

***AMASA's February meeting is kindly sponsored by Daily Sun.***

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