



For Marketing Professionals, change is inevitable; the challenge however is how we deal with this in our own businesses

It is not a secret that Marketing and communication play a key role in the success of any business whilst continuous development and growth in this industry can be somewhat fragmented. The Services SETA has recognized the importance of collective input from this industry as an important part of mapping the future and is encouraging the formation of an Association of Marketing Professionals (AMP) which will form part of the Services Sector Employers Association (SSEA). The intention is to ensure that there is effective representation of Marketing Practitioners and Chief Marketing officers at every important level including the National Economic Development and Labour Council (NEDLAC).

The SSEA Marketing Association will operate on a provincial and national level to ensure a collective voice on behalf of the marketing industry in South Africa.

Because of the importance of establishing a national and collective voice **membership to the association is FREE of charge to its members**

One of the key purposes of the Association is to ensure professionalism within the industry by creating an enabling environment for those many individuals that are currently operating in functional positions of marketing within companies but do not necessarily have a qualification. The aim is to create a conducive environment led by the specialists but at the same time not excluding past experience and expertise.

This association will create a platform for interactions and networking i.e.:

- ⇒ Local and international Professional recognition, listing and Business-to-Business (BtoB) Marketing opportunity
- ⇒ Have the privilege to attend workshops facilitated by local and international speakers free of charge
- ⇒ Elect representatives to protect and ensure direct marketing professional advocacy at NEDLAC and in other governmental forums
- ⇒ Create a networking forum with small, medium and large companies to share sales and marketing experiences, challenges and solutions

To be part of this initiative, visit www.serviceseta.org.za to sign up now or call Dharmisha Govind at (011) 276 9600 or Margaret du Plessis on 082 859 1752 for more information.

THERE'S NO TIME BETTER THAN THE PRESENT....

THE SERVICES SECTOR EMPLOYER ASSOCIATION - FOR ALL MARKETING DEVOTEES