



The DMASA Events Calendar 2017	
Event Name	Dates
Members Breakfast	28 February 2017
Insights Conference	30 March 2017
GlobalDMA Connect/ Bi-annual Conference (CEO in Singapore)	2 - 4 April 2017
<p><b>DMASA Training:</b></p> <p>The Fundamentals of Interactive Direct Marketing</p> <p>Kick-start Marketing for SMEs using IDM techniques</p> <p>The value of database marketing as the foundation platform of IDM activities</p> <p>How to evaluate and analyse the success of your marketing activities metrics</p> <p>How to develop a campaign promotion plan</p>	<p>11 May 2017</p> <p>08 June 2017</p> <p>13 July 2017</p> <p>17 August 2017</p> <p>07 September 2017</p>
<p><b>National Drive:</b></p> <p>Johannesburg</p> <p>Durban</p> <p>Cape Town</p>	<p>31 August 2017</p> <p>05 September 2017</p> <p>09 September 2017</p>
GlobalDMA Conference/Echo Awards (CEO in New Orleans)	8 - 11 October 2017
Annual General Meeting	17 October 2017
Assegai Awards	9 November 2017

\*For all events/training information, please contact the DMASA on 0861 362 362 or e-mail us at [members@dmasa.org](mailto:members@dmasa.org)