

AUCKLAND EVENT ONLY!
LIMITED SEATS!



JOIN US FOR BREKKIE

The Real Media Collective invites you for delicious coffee and a cheeky pastry while we hear the latest research exploring catalogue marketing and custom publishing in the New Zealand market. Thought and Research leaders Laura Demasi, Director of Social and Consumer Trends, Roy Morgan Research and Ben Fahy, Editorial Director, Bauer Media Group will share the research focus group findings across Auckland and Wellington consumers as well as explore the rise of OurAuckland.



LAURA DEMASI

Laura Demasi, Roy Morgan Research, will present exclusive content from the first round of qualitative research exploring how consumers across Auckland and Wellington focus groups engage, interact and experience catalogue and letterbox marketing. Laura specialises in identifying demographic, social and consumer trends and unlocking what they mean for clients across the public and private sectors. She draws on a range of research influences behind consumer behaviour, and how these new ways of being are reshaping the world and how marketers connect with customers.



BEN FAHY

Ben Fahy joined Bauer Media in September 2018 as Editorial Director of the current affairs portfolio and Editor of the new OurAuckland: the monthly Auckland Council magazine that is distributed to 550,000 Aucklanders, predominantly through letterbox. Ben is vastly experienced in both the editorial and commercial world. He was most recently the Publisher/Editorial Director of the Tangible Media Business Network, which includes: Idealog, NZ Marketing, NZ Retail, stoppress.co.nz, theregister.co.nz. Ben is focused on evolving media trends, and the emerging area of content marketing, and has built a huge following across multiple platforms in daily news, magazine features, bespoke events and data journalism.

WHEN

Wednesday 27th February
7.30am to 9.00am

WHERE

90 Wellesley St, W Auckland
(Bauer Media Group Bldg)

RSVP

Wednesday 20th February
thermcbrekkie.rsvpify.com

