



Dear IAB SA publisher member,

We have been approached by the Financial Times of London to spread the word among the IAB SA's publisher members about the FT's **Digital Immersion** programme, which is to be presented locally in South Africa for the first time. It is taking place in **Cape Town from May 9 to 13**.

This course is a practical and insightful workshop for publishers with an existing reader revenue strategy (paywalls, memberships etc) or those who are considering it in some way. Several publishers from across Africa have already taken part in the course virtually in the past year or two, including a team from Arena Holdings, where I'm employed, so I can vouch for the value of the content – and this is a great opportunity to do it face to face.

The good news is that the course is **FREE to attend**, so publishers need only cover their own travel/accommodation costs. Up to four people per publisher can be accommodated (with the ability to swap with colleagues in between sessions, as long as there is one lead per publisher who attends the entire programme from start to finish).

Please find the Explainer Deck [here](#) for more information about the programme.

Interested publishers are to apply [here](#) and to select this option: **"Digital Immersion May : South Africa, May 9th-13th, 2022"**.

The application deadline is **15 April 2022**.

***NOTE:** The organisers will be contacting everyone by phone, so it is important to provide your telephone number in the application.*

Regards,
Riaan Wolmarans
Chair: [IAB SA Publishers' Council](#)