

## Hugely successful AMASA workshop concludes – check out the pics!

Over 50 delegates recently returned from AMASA's Annual Workshop, tired, but inspired. After two and a half days of intensive lectures, delegates were given the opportunity to let their hair down and blow off some steam.

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“Elizabeth Nel from BMW presented this year's media brief,” says Brad Aigner, Deputy Chairman for AMASA and the Workshop Coordinator. “It was a fantastic opportunity for delegates to get their hands on a live brief for an actual BMW launch and impress the panel of judges with exciting and workable Big Media Ideas.

“Once again we had attendees from as far as Namibia, Ghana and Nigeria, as well as from various SA media agencies and media owners wanting to improve their staff's overall media knowledge and re-ignite their passion for the industry. In addition AMASA invited the top five performing AAA media specialisation students to attend. They were Mark Campbell, Bozeny Muzyk, Brad Strydom, Kyle McSweeney and Rendani Tshikalange. What an awesome opportunity for these talented youngsters!”

Huge thanks go to this year's panel of speakers who gave willingly of their time to lecture: Gordon Muller (GSM Quadrant), Frank Tilley (The People Group), Bruce Williamson (TBWA Hunt Lascaris); Barry Bramley (Tomorrow Today); Gordon Patterson (Starcom); Rob Smuts (RMS Media), Brad Aigner (FGI), Kevin Kirby (ComutaNet), Margaret Ashwin (MediaMa: Elizabeth Nel (BMW) and John van Wyk (Barloworld Logistics).

“A great deal of work went on behind the scenes and I would like to offer my sincere thanks to the AMASA committee members and friends involved,” says Brad. “So a special thanks to Karen van Wyk, Lyn Jones, Mohlabane Ramela, Andre Maluleka, Bonita Carr, Kirsten Randall, Margie Main, Charmaine Bell and to for the fearless leadership of Rob Smuts.”

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