

Last chance to book for AMASA Workshop and mingle with industry heavyweights

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The next annual AMASA workshop will be held at the picturesque Little Switzerland resort in the Drakensburg from the 2-5 August 2012. Themed the Nuts n Bolts of Media Planning, the workshop will provide delegates with a dearth of information by leading industry players.

"It's not often we get this many talented people under one roof for the benefit of our rising media stars," says AMASA Chairperson Lyn Jones. "Lecturers include media legends Wicus Swanepoel independent media expert and Ryan Williams (ex-MD of Notabene, now Ster-Kinekor) as some of our guest speakers."

Helen Alexander, Media Director at Ogilvy, will cover off the media fundamentals with special emphasis on creating media plans that are structured, to the point and answer any given brief while Pam Stander from Unilever goes into further details on what to look for when interpreting a brief.

Research and marketing guru, Dustine Tobler, will provide tips and advice on segmentation skills while Frank Tilley, the well respected industry skills and development expert, will illustrate how best to present yourself and your ideas to a potential or current client.

"The hard work goes without saying," says Lyn, "but the opportunity to share with and pick the brains of some of the brightest minds in the industry is an amazing opportunity which should be taken full advantage of."

"The workshop will culminate in a comprehensive client brief which the delegates will need to respond to."

The 2012 Media Planning Workshop costs:

R7 600 (excl. VAT) for AMASA members

R9 600 (excl. VAT) for non-members.

Price includes accommodation, meals, transport to and from the venue, all lecture notes and stationery.

For enrolment forms visit www.amasa.org.za, download http://www.amasa.org.za/sg_userfiles/workshop2012.pdf and submit to kwyk1@gmail.com.

For more information on AMASA visit www.amasa.org.za.

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