

Reminder: 2016 AMASA Workshop countdown - Register now before it's too late

Issued by [Amasa](#)

30 Nov 2015

The 2016 AMASA Workshop will be hosted at Riverstone Lodge from the 18-21 February 2016.

Next year's workshop sees a new and exciting format. The jam-packed workshop will begin on the 18th February and will be made up of two days of intensive learning around the nuts and bolts of media planning, strategy and a snapshot view of the media landscape. Delegates will then be put into groups and a selected client will present a live brief. The groups of delegates would then be required to present a full circle strategy and tangible solutions back to the client. Judging and feedback would take place on the third day, followed by a celebratory graduation dinner and party.

This workshop will allow new and experienced media owners and agency delegates to fully understand the briefing process from an agency side, as well as to learn how to collaborate with suppliers to improve brief reverts, networking and relationships. If you are in the media and advertising industry, as an agency, media owner or marketer, then this workshop will inspire you and set a strong foundation of media and leadership skills keeping you in touch with the ever-changing media landscape.

How to apply:

Fill out the online application here -

<http://www.amasa.org.za/education/the-amasa-annual-media-planning-workshop> and contact Michelle Randall mrandall@opera.com for any further information.

Cost per Delegate:

R5,500 for AMASA Members and R6,000 for Non-Members

R5,000 Early Bird Booking Cost (booked before Friday, 11th December 2015)

Please note: All bookings and confirmations need to be finalised by the 5th of February 2016.

The cost for the four-day workshop includes accommodation, all meals, and all lecture notes and stationery. Costs do not include transport to venue, beverages (cool drinks), alcohol, telephone calls, room service or additional leisure activities outside of the curriculum. These are deemed extra and will be charged to you personally.

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" **Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?** 9 Nov 2021

" **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021

" **Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm** 28 Aug 2020

" **Amasa Ignite Webinar Forum - Purpose-driven conscious marketing** 28 Jul 2020

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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