

AMASA workshop attracts first international delegate

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Tribute to AMASA's Advertising Communication Workshops has spread far and wide, even reaching those media people far beyond our borders.

This was evident at the recent workshop in the Drakensburg, when Chika Umeh, Research Manager, of Initiative Media Nigeria/Lowe Lintas was AMASA's first international delegate attending the workshop and has since enrolled as an AMASA country member.

Says Trish Guilford, AMASA committee member responsible for the workshops; "It was fabulous to have an international delegate at the workshop. Besides Chika benefiting from the workshop content, many of the South African delegates and the AMASA committee members present had the opportunity of gaining some insights into the Nigerian media scene. We are working towards attracting more delegates from beyond our borders to next year's workshops."

Another highlight of the AMASA workshop was the attendance of four CIDA University students. Sponsored by SABC Airtime Sales, these students were eager participants and have volunteered to share their learning experience with their colleagues.

Editorial contact

Owlhurst Communications
Vanessa Knowles
Tel: (011) 884-2559

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