

# Don't miss the AMASA May Workshop

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Here's your chance to enhance your expertise and brush up on your skills with the AMASA weekend workshop which will once again take place at Little Switzerland in the Drakensburg from Wednesday 19th – Sunday 23rd of May 2004.

Bookings for this session are open and although the workshop will be an intensive learning experience, the organisers promise delegates a bit of time for fun as well.

In 2004 the workshop will concentrate on Media Planning. Unlike the Advertising Communications workshops run during the past two years, this programme will cover issues such as how to put together a media plan; what goes into a media plan; how to set objectives and the project will be a media strategy. "We have received numerous requests for a specific media planning workshop," says Trish Guilford, head of AMASA's Workshop portfolio. "We anticipate that many of our previous delegates will return to hone their media skills."

Whether you're a marketer, media owner, media planner or buyer, make sure you keep up to date and don't fall behind – commit now to refreshing and revising your current thinking at Little Switzerland.

The all-inclusive cost per delegate is R5 500 ex VAT for AMASA members and R7 500 ex VAT for non-members. Enquiries to be addressed to Trish Guilford on 011 258 4000 or visit [www.amasa.org.za](http://www.amasa.org.za). Deadline for booking is **7 May 2004**.

## Editorial contact

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## Amasa



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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