

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

Issued by [Amasa](#)

23 Jul 2012

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](http://www.amasa.org.za), download [http://www.amasa.org.za/sg\\_userfiles/workshop2012.pdf](http://www.amasa.org.za/sg_userfiles/workshop2012.pdf) and submit to [kwyk1@gmail.com](mailto:kwyk1@gmail.com).

For more information on AMASA visit [www.amasa.org.za](http://www.amasa.org.za).

" E-commerce landscape in SA - Insights and trends for marketers? 1 Dec 2021

" 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

[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.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>