

AMASA Media Planning Workshop

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Calling all marketers, media owners, ad agency staff, media planners and strategists and anyone wanting to better understand our diverse media environment and the art of media planning. AMASA's annual workshop will be taking place from 21-24 August at Little Switzerland, Drakensburg.

The workshop is designed to equip delegates with the fundamentals of media planning and take them through a series of lectures where practical guidelines are given on how to construct a winning media strategy.

Our guest speakers are select media experts and captains of industry who give freely of their time. Delegates, in groups, will be asked to respond to a client brief with a full media strategy. A panel of judges will work through the resulting strategies, step by step with each group, providing practical and immediately useful guidance.

The cost for of the workshop for AMASA members will be R6 200.00 (incl. VAT) and for non-members R8 300.00 (incl. VAT).

*Watch this space for the announcement of this year's presenter line up. Bookings are now open. **Booking deadline: 18 July 2008.***

For an enrolment form please contact Lyn Jones, on or T: 011-348-1886.

- **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

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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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