

# AMASA workshop new dates announced

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The Advertising Media Association of South Africa (AMASA) is excited to announce that the sought-after Annual Media Planning workshop has now been confirmed to take place on 18-21 February in 2016.

The four-day workshop, which is made up of two days of lectures and interactive sessions by industry experts, covers media planning fundamentals, where practical guidelines are then given on how to formulate winning media strategies.

What makes the AMASA workshop so hands-on is that students are presented with a real client brief. They are then put into groups and on the final day, they formulate and present a media strategy based on information supplied by the live client brief and lectures presented on the workshop.

AMASA urges all keen industry members within the media and advertising industry, agencies, media owners or marketers, to attend the this workshop, which will inspire and set a strong foundation of media and leadership skills to keep abreast in the ever-changing media landscape. Plus it is a weekend full of networking, connecting and a lot of fun. For more information on the weekend and how to book, visit our [website](#) or contact Michelle Randall on [mrandall@opera.com](mailto:mrandall@opera.com)

▪ **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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