

The AMASA Workshop is back - now open for bookings!

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Following on the success of its sold-out workshops in 2016 and 2017, AMASA (Johannesburg) is pleased to announce that bookings are now open for the 2018 AMASA Workshop.



Presented in an all-new format, this year's workshop will feature 40 top industry experts, who will be sharing their knowledge in speed-networking, panel-style discussions rather than by making presentations in a classroom-like setting. This will enable delegates to participate more fully in each session and will also allow for real-life, first-hand experience and coaching.

The jam-packed workshop, which will offer a snapshot view of the media landscape, will start on 22 March and will kick off with two days of intensive learning on such topics as strategy development, media planning and campaign evaluation.

On the third day, delegates will be split into groups and a selected client will present a live brief to each group. They will then be required to develop and present a full-circle strategy in response to the brief to the client. Judging and feedback will take place on the final day, and this will be followed by a celebratory graduation dinner and party.

The AMASA Workshop has become an annual rite of passage in the media and advertising industry - and this year's event won't disappoint! It will allow both new and experienced media practitioners to fully understand the briefing process from an agency point of view, as well as to learn about how to collaborate with suppliers in order to improve outcomes, networking and relationships.

If you operate in the media and advertising industry, whether as an agency, media owner or marketer, this workshop is here to inspire you. It will also provide a strong set of media and leadership skills designed to enable you to keep up to speed with the ever-changing media landscape.

As tickets to the workshop are limited and in high demand, we recommend securing a booking for your staff as soon as possible. Discounts on early bird bookings apply!

Costs:

Full Cost: R6,499 per person sharing accommodation.

Early Bird Cost: R5,999 per person sharing accommodation (for bookings made before or on Friday, 2 March 2018).

Please note:

All bookings and confirmations need to be finalised by 16 March 2018.

The cost for the four-day workshop includes accommodation, all meals, lecture notes and stationery.

The cost does not include transport to the venue, beverages (cold drinks and alcoholic drinks), telephone calls, room service or leisure activities not included in the curriculum. Extra expenses for these items will be billed to each delegate personally.

To make your booking, please contact Natalie Heyns at natalie@cinevation.co.za.

For general enquiries about the workshop and for details of sponsorship opportunities, please contact Parmeshan Moodlic at pm@sparkmedia.co.za.

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- **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 1 May 2021
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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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