

Lecturers confirmed for the 2013 AMASA workshop

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25 July sees the commencement of the annual AMASA workshop where brand managers, media planners and media owners will gain a fundamental understanding of the inner workings of the media and advertising industry. Lectures will be delivered in a concise and practical manner by media heavyweights.

AMASA is fortunate to have confirmed the following lecturers, all with an impressive industry track record: Lyn Jones (AMASA Chairperson and Continental Outdoor), Frank Tilley (Frank Tilley Consulting), Gordon Muller (GSM Quadrant), Lisa Botha (MediaCom), Richard Lord (The MediaShop), Dustine Tobler (MediaCom), Junia Tsekiso (Mindshare), and Trish Guilford (Mediology).

"The lecturers are a good cross section of the modern media environment," says Lyn. "They include media planners, strategists and statisticians, media owners, a presentation expert and even one of Africa's oldest surviving media planners who will be sharing hands on knowledge and many years of accumulated media know-how."

The annual four day workshop will take place on 25 to 28 July 2013 at Emerald Resort & Casino. Two days are spent in lectures after which students are required to formulate and present a media strategy.

There are still a few places open and the deadline for registration, 19 July 2013, is fast approaching.

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