

The 2017 AMASA Workshop will be hosted at Riverstone Lodge from 23-26 March

Issued by [Amasa](#)

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Following the success of the sold-out workshop in 2016, AMASA Jhb is happy to announce that bookings are now open for the 2017 AMASA Workshop. This year we will be building on the new and exciting format launched last year. The jam-packed workshop will begin on 23 March and will be made up of two days of intensive learning around the nuts and bolts of media planning, strategy and a snapshot view of the media landscape. Delegates will then be put into groups and a selected client will present a live brief. The groups of delegates would then be required to present a full circle strategy with tangible solutions back to the client. Judging and feedback would take place on the third day, followed by a celebratory graduation dinner and party.

This workshop will allow new and experienced media practitioners to fully understand the briefing process from an agency side, as well as learning how to collaborate with suppliers to improve brief responses, networking and relationships. If you are in the media and advertising industry, as an agency, media owner or marketer, then this workshop will inspire you and set a strong foundation of media and leadership skills keeping you in touch with the ever-changing media landscape.



As tickets to the workshop are in high demand and limited, we recommend securing your booking for your staff as soon as possible.

Costs:

R6000pp sharing

Please note:

All bookings and confirmations need to be finalised by the 10 March 2017.

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

Costs do not include transport to venue, beverages (cool drinks), alcohol, telephone calls, room service or additional leisure activities outside of the curriculum. These are deemed extra and will be charged to the delegate personally.

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

For general enquiries about the Workshop and sponsorship opportunities, please contact Parmeshan Moodliar, pm@sparkmedia.co.za

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