

AMASA 2012 Media Planning Workshop in August

Bookings are open for the annual [AMASA](#) workshop being held at Little Switzerland resort in the Drakensberg from 2-5 August 2012. Themed 'Nuts n Bolts of Media Planning', the workshop will delve into the latest crucial media information.



"It's an opportunity for media planners and strategists, marketers and media owners to experience and learn from the media industry 'greats'," says AMASA chairperson Lyn Jones, "then implement the gained knowledge in an all-encompassing media strategy and plan."

Lectures

Lectures will be given by industry stalwarts who are prominent in the media, advertising and marketing industries. After the lectures, students are given a live brief and are required to present their media strategies and plans on Saturday morning.

The workshop costs R7 600 (excl VAT) for AMASA members and R9 600 (excl VAT) for non-members, which includes accommodation, meals, transport to and from the venue, all lecture notes and stationery.

For more, go to www.amasa.org.za.

For more, visit: <https://www.bizcommunity.com>