

Amasa offers workshop on submitting award-winning entries

In lead up to the fifth annual Amasa Awards, the advertising media association has developed a workshop to give entrants insight into how the judges select winning work.



Image credit: Amasa Awards.

The workshop has been developed to change the task of submitting an entry for an award and instead excite agencies to raise the game and showcase, as well as support young up and coming talent, that South African agency work can achieve international recognition and acclaim.



Amasa and FNB partner to deliver the best-ever Amasa workshop

Amasa 22 Mar 2019



The workshop will walk each participant through the judging chamber providing insight into the process. Allowing every individual to get into the headspace of a judge and understand the key criteria that will make their work stand out. The point scoring process and top tips on how to stand out will be shared, helping entrants understand where to place their attention and what to focus on.

During this workshop, Taryn Hood, special projects at Publicis Media, will provide insights and learnings as to what makes an entry award-winning and what to avoid. She has vast industry experience covering the full media landscape from print, TV and radio to out of home and digital.

Date: Thursday, 22 August 2019

Time: 2pm to 4pm

Venue: The Auditorium, South Side
3 Sandown Valley Crescent, Sandton
Johannesburg 2031

To RSVP, or if you have any questions, please email .

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