

ProActive launches highly anticipated PMG Training Academy

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ProActive™, a division of Provantage Media Group, is proud to announce the launch of the PMG Training Academy. The highly anticipated training programme will provide ground-breaking opportunities not only for individuals wanting to embark on a career in marketing, but for brands in need of professional, skilled, knowledgeable brand ambassadors.



"Within the out of home and activations industry in South Africa, there is a need to increase the skills levels of talented individuals. With the launch of the PMG Training Academy, we aim to change that by providing a SETA accredited 12 month programme for those wanting to embark on a career in this exciting field," says Vaughan Berry, Director ProActive™.

The PMG Training Academy has been established to groom young South Africans in the media, sales and marketing fields, which in turn will have a direct, positive impact on these market sectors. The academy will accommodate 650 students in the first year, offering the opportunity to attain accredited certifications whilst being employed. The outward benefits will be seen in the resulting high calibre talent pool assigned to brand campaigns.

"Within the activations space brand ambassadors are a crucial part of the equation. These individuals are, in many cases, the first point of contact between a brand and the consumer. In this respect, it is of utmost importance that they have the expertise necessary to personify and market a brand," says Berry.

The programme will be beneficial for brands, clients as well as individuals seeking a career in marketing. "Skills development will ensure execution excellence and through the programme we can guarantee the highest calibre brand ambassadors," continues Berry.

ProActive™ will run and manage the training and work experience to ensure the successful development of dedicated, exceptionally competent brand ambassadors, taking activations excellence to the next level.

The PMG Learnership Programme is a not-to-be-missed opportunity for companies seeking brand ambassadors of excellence. To secure your dedicated team of ambassadors, contact Vaughan Berry on 083 388 7115 or email vb@provantage.co.za

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