

# AMASA introduces 'new' media workshops

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Recognising that the industry has changed dramatically over the past few years, AMASA has amended the content of its bi-annual Workshops accordingly. Says Trish Guilford, head of AMASA's Workshop Committee: "It is simply not enough to cover only media anymore. Planners, buyers, media owners and marketers need to look at brands holistically so we have moved the workshops up a level to encompass Advertising Communication."

The first workshop, which takes place at Little Switzerland in the Drakensburg from Thursday 16 to Sunday 19 May 2002 will see a host of new topics being covered including: 'The Changing Consumer Environment; Building Relationships; Strengths & Weaknesses of Different Media; Why Build Brands?; Strategy; Innovation - Beyond the Numbers; Presentation Skills, Experiential Marketing and Media Research.

Some of South Africa's most experienced communication specialists, such as Virginia Hollis, Yvonne Johnston, Karen Bailey, Graham Pfuhr, Given Mhakari and Steve Carver will be presenting at this workshop, so make sure you are there to benefit from their experience.

More detail is available on the AMASA website at [www.amasa.org.za](http://www.amasa.org.za) and bookings can be made through Daleen via .

If you're a marketer, media owner, media planner or buyer, make sure you are not left behind - there are still a few places available. The all-inclusive cost per delegate is R3 800 ex VAT for AMASA members and R5 500 ex VAT for non-members.

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