

Hone your craft at RAB Radio Advertising Workshops

For those who advertise on radio, plan on or write for radio, the annual RAB Radio Advertising Training Workshop is a must attend, with top speakers unpacking the tips for successful, creative radio ads.

Topics

- Brave new Radio: Making sound waves in the Digital Age: ECD at Quirk Jozi, Fran Luckin unpacks creative ways of approaching radio in a digital world
- Radio: The Wikipedia session - Yvonne Johnston, marketer at large, addresses the industry's burning questions about radio advertising. Delegates are encouraged to send in their top three questions that they would like Johnston to address

The workshops, costing R475 per person (excluding VAT), take place in Johannesburg on 10 June, Cape Town on 24 June and 10 July in Durban.

For more information, go to RAB.co.za or email prudence@rab.co.za.



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