

## International delegates at AMASA workshop

The Advertising Media Association of South Africa (AMASA) recently held its 2006 workshop at Little Switzerland in the Drakensberg, and for the first time ever, five international delegates attended.

This year's focus was "Integrated Marketing Communications - Connecting With Consumers" and, from the feedback received, it was an extremely valuable and informative workshop.

"We had a total of 68 delegates this year, including three delegates from Nigeria, one from Ghana and two from Zambia," explains Brad Aigner, vice chairperson and manager of the Workshop portfolio. "The turnout was fantastic; we attracted a great combination of people from a variety of disciplines."

"AMASA is committed to educating the industry and this workshop is the ideal venue for knowledge sharing and education," adds Aigner. "As part of AMASA's sponsorship programme we invited the three top achievers from AAA to attend the workshop free of charge."

Speakers who took time out to share their expertise, knowledge and insights with the delegates included: Gordon Muller (GSM Quadrant), Kevin Kirby (ComutaNet), Nazeer Suliman (Cell C), Brad Aigner (Universal McCann), Lyn Jones (Clear Channel), John van Wyk (Barlow World), Karen Bailey (Cinevation), Rob Smuts (RMS Media) and Helen Alexander (Unilever).

The event and prizes were sponsored by SABC, *Daily Sun*, Primedia Outdoor, ComutaNet, Clear Channel and Ads24.

"The AMASA workshop, as always, is a highlight on the AMASA calendar," says AMASA chairman Rob Smuts. "This year was a great success and I would like to thank the speakers, the delegates, the sponsors and the AMASA committee members, all of whom played an active role in the success of the workshop."