

AMASA workshop offers stand out workshop

The annual AMASA workshop will focus on Integrated Media Planning or how to ensure your media stands out, amidst the cacophony of media noise and the myriad of media choices that bombard media planners each day.



To be held on 22-24 October 2012 at the Red & Yellow School in Cape Town, the speaker lineup includes Gordon Muller, Anne van Rensburg, Tanya Schreuder and Nikki Cockcroft.

With media choices increasing every day (and in the digital world by the hour), fragmentation is a very real concern for advertisers and marketers. This year's workshop is guaranteed to stimulate new thinking and inspire new decisions.

Cost for AMASA Members is R1500 and R1700 for non-members. To register, go to www.amasa.org.za.

For more, visit: <https://www.bizcommunity.com>