

# AMASA proud to announce their client for upcoming AMASA Workshop

Issued by [Amasa](#)

29 Jan 2016

The 2016 AMASA Workshop, taking place at Riverstone Lodge from the 18-21 February 2016, has now confirmed Nedbank as their client for the AMASA Workshop.

"AMASA is ecstatic to announce that Nedbank will be providing the client brief at the AMASA Workshop. The Nedbank team will undoubtedly add great value to the delegates attending, as they will acquire insights straight from the group's marketing experts," says Wayne Bischoff, AMASA Committee Chairman.

"We are grateful to have Nedbank on board and their commitment to investing in the industry and growing the future media moguls is greatly appreciated," says Michelle Randall, Workshop Portfolio, AMASA Committee.

"The media landscape is changing rapidly. As such, it is critical for all media practitioners to adopt an agile attitude that will allow them to stay competitive and in the know when it comes to all things related to communications," explains Sadika Fakir - Head of Group Media at Nedbank. "We are excited to be afforded the opportunity to share our media journey experiences and insights, but most importantly, we are excited by the prospect of learning and exploring the media landscape from a fresh perspective - through the eyes of the AMASA Workshop delegates."

There is still time to sign up to attend the AMASA Workshop. Visit <http://www.amasa.org.za/amasa-workshop-2015/> for more information or email [mrandall@opera.com](mailto:mrandall@opera.com).

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