

# Enrolments to annual AMASA workshop close on 17 August

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Media planners, strategists and buyers and all those wanting to strengthen their role in advertising and media have two weeks to register for AMASA's workshop, "The return of the Big Idea", being held at Little Switzerland, Drakensberg, from 30 August to 2 September.

"We have lined up an exceptional panel of speakers for this year's workshop," says Brad Aigner, AMASA's Deputy Chairman and Workshop Coordinator. "We will be hosting an intensive two day session of lectures followed by a client briefing to delegates who will need to present their Big Ideas to a panel of judges the following morning.

"During the workshop, delegates will also be taken through essential media fundamentals and given a practical guide on how to put a media strategy together."

Confirmed speakers include Gordon Muller (GSM Quadrant), Frank Tilley (The People Group), Bruce Williamson (TBWA Hunt Lascaris); Barry Bramley (Tomorrow Today); Gordon Patterson (Starcom); Rob Smuts (RMS Media), Brad Aigner (FGI), Kevin Kirby (ComutaNet), Nazeer Suliman (Universal McCann) and John Van Wyk (Barloworld Logistics), who will share their extensive knowledge.

"Those attending this year's workshop may walk away tired, but they'll be much more efficient and passionate about their current media roles. Delegates will also have the opportunity to network with our industry's leading players," says Brad.

The course focuses on innovation and creative thinking in media planning. Over the years, the 'science' of media planning appears to have overtaken the 'art' of media planning. The current perception by many, is that media is only about buying space as cheaply as possible. The AMASA workshop will explore ways to rectify the balance between 'art' and 'science' in media planning.

Interested parties can visit [www.amasa.org.za](http://www.amasa.org.za) and download the workshop enrolment form or contact Karen van Wyk, .

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