

# AMASA brings in advertising legend

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Advertising legend Reg Lascaris, co-founder of the renowned TBWA Hunt Lascaris advertising agency will be addressing "The Future of Advertising Communication" at the next Advertising Media Association of South Africa meeting. AMASA is calling on members and interested parties to attend the monthly meeting, being held at The Inanda Club, 1 Forrest Road, Inanda, Sandton at 16h30, on the 29 August 2007.

"The continued success of AMASA hinges on a strong, motivated and participative membership base," says AMASA's Chairperson, Rob Smuts. "One of the benefits of AMASA membership is free access to industry leaders who generously share their knowledge and insights."

"We are thrilled to have the notorious Reg Lascaris address our upcoming meeting," adds Smuts. "He is undoubtedly one of the most respected icons in the industry and has been responsible for placing locally crafted communication for brands like BMW and Nandos on the global map."

For anyone that has an interest in advertising and the media that carries it, this month's meeting is definitely one for the diary!

## ***Please note date and venue change***

*The AMASA Meeting will take place at Chukka's, The Inanda Club, 1 Forrest Road, Inanda, Sandton at 16h00 for 16h30, on the 29 August 2007.*

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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