

Guest speakers announced for AMASA's 2008 Consumer Connections Boot Camp

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The Advertising Media Association of South Africa (AMASA) invites media, marketing and advertising players to attend this year's annual workshop, entitled 'Consumer Connections Boot Camp' to be held at Little Switzerland, Drakensberg from 21-24 August.

Delivering powerful industry relevant knowledge, this year's guest speaker line up includes a range of high profile media, advertising and corporate thought leaders including Kevin Kirby (ComutaNet Marketing Manager), Gill Randall (NAB Joint MD), Hendrik Potgieter (Marketing Sciences Director Millward Brown SA) Brad Aigner (Freshly Ground Insights MD), Barry Bramley (TomorrowToday), Melanie Minnaar (Standard Bank), Gordon Muller (GSM Quadrant) and Rob Smuts (RMS Media).

The '*Consumer Connections Boot Camp*' is designed to equip delegates with fundamentals of media planning and take them through a series of lectures by industry leaders where practical guidelines are given on how to construct a winning media strategy.

Delegates, in mock 'army units' will be asked to respond with a full media strategy to an actual client briefing from Janet Proudfoot of Standard Bank. The 2008 judging panel is Helen Alexander (Ogilvy Durban), Andrew Maluleka (The MediaShop), Janet Proudfoot (Standard Bank) and Janet Watermeyer (Mindshare) who will work through the resulting strategies, step by step with each group, providing practical and immediately useful guidance.

The cost of the workshop for AMASA members is R6 200.00 (incl. VAT) and for non-members R8 300.00 (incl. VAT).

*Bookings are now open. **Booking deadline: 18 July 2008.***

For an enrolment form please contact Lyn Jones, on or T: 011-348-1886.

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