

AMASA CHANNEL STRATEGY WORKSHOP 2011



The annual AMASA Media Planning workshop is one of AMASA's most successful educational activities. The 2-day workshop is an intense course aimed at media strategists and buyers as well as media owners, clients and other media-related parties.

The workshop covers broad media strategy, planning principles, laying out the media plan as well as creative use of media. The workshop is intense, insightful, interesting & fun. Delegates will be placed in groups and will use what they have learnt to compile a complete media strategy, which will be presented to a panel of judges.

Response to the workshop has grown year on year and it is an eagerly anticipated event on the media calendar. It has also gained industry recognition.

This year's **AMASA Channel Strategy Workshop** is guaranteed to give you, the advertising community the power you need to stay one step ahead of everyone.

Taking place on **23rd & 24th June** at Spier Hotel and Conference Centre in Stellenbosch, the AMASA Workshop 2011 is a must for all marketing managers, brand managers, account directors & account managers, all creatives, media planners, media buyers and media owners – basically anyone in the advertising community who wants to get to grips with the new wave of channel planning thinking.

The workshop will equip everyone to leave with an understanding of the principles of channel planning and understand the media process. As an advertising professional you cannot afford to be left behind!

We are pleased to welcome back our key speakers, Bryan Gibson from Third Wave and Nikki Cockcroft, CEO of Primedia Online. We have secured a number of NEW speakers, including Anne van Rensburg from Jupiter Drawing Room and Gordon Muller from GSM Quadrant, and introduced NEW topics.

They will give you invaluable insights into the changing advertising market, essential media planning principles and know-how, evaluating – and neutralizing – your competitors, and how to get creative with your use of the media amongst other things. One thing is for sure: after the AMASA Workshop 2011 the media will be eating out of your hands – there'll just be no saying no to your wants and needs!

The AMASA Conference will bring the knowledge of some of SA's most experienced advertising and media players to delegates, making it a must for anyone wanting to be an industry leader. Book your place now!

There are a number of sponsorship opportunities available should your company want to get involved.

MUST-KNOWS

When? 23 & 24 June

Where? Spier Hotel & Conference Centre, Stellenbosch

How much?

Early bird rate = R6 000 if you book before 1st June 2011

Thereafter

R6 500 for AMASA Members

R7 000 for Non AMASA Members

RSVP? Kim Alberts - kim.alberts@onedigitalmedia.com

Bookings close 20th June 2011

AMASA WORKSHOP 2010

ENROLEMENT FORM

- Please complete the form below, clearly **IN PRINT**, and return it to Kim Alberts as soon as possible on the fax number listed below, so she can issue you with a Tax Invoice for immediated payment.
- Please note that by sending this form back completed means that your place **has been** secured and that you are liable for payment unless you cancel, in writing, a **full 14 days** prior to the workshop.
- Payment must be received before 20th June 2011, otherwise we will cancel your booking.
- Once full payment has been received, **no** cancellations will be accepted, however, delegates can be changed.
- Your signature at the base of this form (faxed), or returned confirmation via email, will give assurance that you have read and understood these terms and conditions.
- AMASA Banking Details:

Advertising Media Association of South Africa
Standard Bank. Branch Code 020009 Cape Town
Account Number 070694974

Booking Deadline:
20th June 2011

Name: _____

Company: _____

Position: _____

Company Physical Address: _____

Company Postal Address: _____

Telephone Number: _____ Fax Number: _____

Cell Number: _____ Sex: _____

Email Address: _____

Prior Work Experience _____

AMASA Member: Yes No

Food Preference: None Vegetarian Halaal Kosher No Red Meat

The cost for the two-day workshop includes accommodation, all meals, all lectures and stationery. It **excludes** beverages (cold drinks), alcohol, telephone calls or room service. These are deemed extras and will be charged to you personally. The hotel offers many other facilities; these costs are also for your own account.

Cost per Delegate: Early Bird Rates (**Only valid until 1st June 2011**)
 Members = R6 000.00 (incl. VAT)
 Non-members = R6 000.00 (incl. VAT)
 Standard Rates
 Members = R6 500.00 (incl. VAT)
 Non-members = R7 000.00 (incl. VAT)

Signed: _____ Date: _____

Workshop Contact Details:

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