

AMASA Cape Town's first talk of 2014

Issued by [Amasa](#)

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AMASA Cape Town is proud to present Diane Charton as the first of our monthly guest speakers in 2014. Kicking off at 5pm on Thursday, 27 February, Diane will be addressing "The Role of Education in a Dynamic Communications Industry". This will be an invaluable opportunity for current and future advertising professionals to listen to one of the industry's thought-leaders address the challenges of staying current in an industry that is constantly evolving.

Diane is the MD of Red & Yellow and is therefore uniquely placed to address the challenges and opportunities that the traditional and digital channels provide.

The first talk will take place at the Grand Daddy (38 Long Street) and complimentary drinks are on offer. The fee is R50 for non-AMASA Members and is FREE for Students and Members.

Numbers are limited, so if you would like to attend, please RSVP to book your place.

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About AMASA:

The Advertising Media Association of Southern Africa (AMASA), is the professional body for people in the SA marketing communications industry and since its conception in 1971, has been at the forefront of media education and training in South Africa. Furthermore, it provides an active forum for debate at regular meetings where current media developments will be discussed and challenged.

About Diane Charton:

As managing director of Red & Yellow, Diane steers the strategic direction of the business. She strives to empower and educate the SA marketing communications industry through a myriad of traditional and digital educational platforms. With a unique combination of marketing, leadership and engineering experience, Charton brings a multifaceted approach to using marketing trends and insights to innovate and empower the industry as a whole.

Charton is frequently quoted in South African media and invited to speak at conferences because of her ability to bring insight and illumination to the latest trends and technologies in the world of traditional and digital marketing communication.

▪ **E-commerce landscape in SA - Insights and trends for marketers?** 1 Dec 2021

▪ **Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?** 9 Nov 2021

▪ **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021

▪ **Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm** 28 Aug 2020

▪ **Amasa Ignite Webinar Forum - Purpose-driven conscious marketing** 28 Jul 2020

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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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