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1 Apr 2015

AMASA Joburg calls for new committee nominees 2015/16



Could you make an impact on the media and advertising industry? Do you feel that you can productively and positively contribute to the current state and future of our exciting industry? Well, it is that time again for the formation of a new AMASA (Advertising Media Association of South Africa) committee for the year April 2015 - March 2016. So now is *your turn* to have your say.

AMASA Joburg calls out to the industry to cast your nominations of industry members, from all sectors of the mediascape, who you believe embody the AMASA values, for those with a unique capacity and tenacity to make a difference by serving on the 2015/16 committee.

AMASA Joburg offers professionals the exclusive opportunity to represent the industry by applying their individual views, expertise, time and passion to evoke change and help uplift in the advertising media industry. The core focus of AMASA is to focus on the education levels of those with an interest in the media, marketing and advertising industry, with a view to improving knowledge and skills in media decision-making techniques and their use.

Current Chairperson, Wayne Bischoff, has been in the guiding role for a year now and is excited for the next nomination process. "We are looking for energetic committee members who will bring with them passion, educated opinions as well as devoted dedication over the next twelve months. It is also very rewarding, both professionally and personally, to be a part of elevating our industry to new heights. And we also have quite a lot of fun! I welcome all to apply now!"



It is important to our industry that the AMASA Joburg committee is a well-balanced and fairly representative committee, of media owners and agency representatives, as well as marketers. So the nominations are open to all sectors of the Advertising Media and include all marketing and media professionals.

What will be required of new committee members in 2015?

- Those willing to represent on the AMASA Committee 2015/16 will be required to manage a dedicated portfolio within the committee and assist wherever needed on others.
- Attendance at monthly committee meetings and forums is also required.
- To continue the passion, selflessness and energy of the current committee.
- To apply forward thinking strategies to help AMASA evolve, so it remains a relevant and significant association for the industry.

Nomination process

Should you wish to nominate yourself or a colleague to stand for the AMASA 2015-16 Committee election, please send a short motivation and picture of yourself (or nominated person) to Wayne Bischoff bischoffw@trudon.co.za and/or Candice Mullins candice@platocomms.co.za. (Please ensure that the person you have nominated has agreed to stand for election.)

Voting will take place at the **April Forum on 8 April at Ster-Kinekor Preview** (185 Katherine street, Sandton). Deadline for nominations is **noon, Tuesday, 7 April**. The new AMASA committee will be announced at the voting Forum on 8 April 2015 as well as the AMASA AGM.

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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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