

Amasa Joburg announces new committee for 2019/20

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The Johannesburg chapter of Amasa (the Advertising Media Association of South Africa) has announced the committee that will be guiding the chapter's work over the course of the next year. Made up of prominent industry professionals, the committee will be responsible for fulfilling Amasa's core mandate, which is to promote the education and skills development of people working in the media, marketing and advertising, as well as of those who aspire to a career in this dynamic industry.

The members of the committee for 2019/20 are:

Name	Company	AMASA Portfolio
Parmeshan Moodliar	Hive Digital Media	New Chairperson & Board Member
Memoria Masilela	United Stations	New Vice-chairperson & GP-ALP and Media Management Course
Andrew Maluleka	Independent Media	AMASA Ignite Forum
Taryn Hood	Publicis	AMASA Awards
Charlie Wannell	MediaMark	AMASA Awards
Li Ndube	United Stations	AMASA Party
Fagan Abraham	OMD	AMASA Workshop
Molebogeng (Lebo) Thubakgale	FNB Media	AMASA Workshop
Prof. Therese Roux	Tshwane University of Technology	Media Management Course
Siboniso Mncube	Ogilvy	Gordon Patterson AMASA Learnership Programme (GP-ALP)
Jacqueline Klug	Spark Media	AMASA Golf Day
Nkateko Mngwe	Vodacom	AMASA Forum & AMASA Party
Patrick Mahlangu	Brave Group and Pat on Brands	AMASA Digital

Outgoing Committee Chairperson Wayne Bishop, expressed his thanks to those who accepted nomination to serve on the committee and who have been voted into their new positions by AMASA members. At the AGM, Bishop also presented the past years successful initiatives and reflected on the last few years which saw the hugely successful AMASA Awards, the revitalised Media Planning Workshops, and Golf Days all contributing to funding bursaries for the “Gordon Patterson Amasa Learnership Programme” (ALP) students.

Parmeshan Moodliar of Hive Digital Media was voted and appointed as the new Committee Chairperson, with Memoria Masilela as Vice Chairperson. “As we welcome in the new committee, I would also like to take the opportunity to thank the outgoing committee for its passion, commitment, and hard work. Its members have made a tremendous contribution to realising AMASA’s vision; growing the organisation; improving educational and skills outcomes; and raising awareness of and support for the association’s work.” Said newly elected Chairperson Parmeshan Moodliar.

The incoming committee, he says, is made up of an excellent mix of agency, client and media owner professionals, including vibrant new blood that will bring fresh perspectives to the tasks in hand.

“The new committee aims to build on the successes of previous committees; maintain the incredible momentum in all of the association’s activities; grow the funding pool for the Gordon Patterson ALP bursary programme; and ensure that people who work in the industry or aspire to work in it have access to the very best education and skills training available. I wish the members every success for their term in office and know they will make it a memorable one,” says Moodliar.



AMASA COMMITTEE 2019/2020

- **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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