



# New committee to be voted in and Roger Garlick Award finalists to be announced at AMASA AGM

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On the 2nd April, the advertising marketing and communications industries will have the opportunity to vote in the 2008/09 AMASA Committee. Nominations for those wishing to stand on the committee are welcomed. The 2008 Roger Garlick Award finalists will also be made known at this meeting.

Should you wish to nominate yourself or a colleague to stand for AMASA election, please send a short motivation to or . Remember, the person you nominate needs to agree to stand for election before you do so. AMASA Committee members need to attend a monthly committee meeting and will be responsible for a dedicated portfolio.

The 2008 AMASA AGM is an opportunity for members of the industry to hear feedback from our chairman Rob Smuts on AMASA events and activities that have taken place over the past year, what has been achieved, and plans for the forthcoming year.

It is also at this meeting when we announce the 2008 Roger Garlick Award finalists. We asked one of our judges, Gordon Patterson, the MD of Starcom to provide some feedback to Roger Garlick entrants. His comments are as follows:

"Having judged the Cannes Media Lions last year it's clear that the quality of our media thinking is on par with our colleagues from around the world. Having said this however, we let ourselves down in the quality of our entries. The Roger Garlick Awards should be seen as an opportunity to refine both our skills and our ability to compete internationally.

"This year's Roger Garlick Awards attracted many entries that could, with modification, compete successfully with the best in the world. The specific areas requiring more attention are in the articulation of the consumer insight that drove the strategy and almost universally weak, the quantification of the results and their link back to objectives.

"Notwithstanding these comments, the winner and those recognised are certainly worthy recipients."

Sponsored by Oracle Airtime Sales, the overall 2008 Roger Garlick Award and AMASA Gold winners will be announced at the prestigious AdReview awards ceremony on the 24th April.

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