

AMASA calls to the industry to nominate candidates for the 2015 AMASA media bursaries

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This year AMASA (Advertising Media Association of South Africa) has allocated five AMASA Learnership Programme (ALP) Bursary positions for five young, bright and talented industry up-and-comers to boost their skills, knowledge and practical experience. These five individuals will receive a full bursary from AMASA which will cover the recipients' costs to enrol in the highly acclaimed **AAA Media Management** module endorsed by AMASA, to attend the renowned **AMASA Media Planning Workshop** and they will also receive a copy of AMASA's Text book, "**Nuts and Bolts of Media Planning**".



In previous years the ALP programme involved taking young talent from outside agencies and inserting them into agency internship roles, however this year the ALP Bursary process has been altered slightly whereby the 2015 bursaries will be offered exclusively to current interns and employees already positioned within agencies, media owners or companies. The bursary positions are being offered exclusively to employees or interns of AMASA members who have a fully paid AMASA membership in the 2015 period (to apply for a 2015 membership please [click here](#)).

"AMASA is only able to offer bursaries of this nature thanks to the fees taken in for AMASA memberships, in addition to AMASA's fundraising events," explains chairperson Wayne Bischoff, "It is therefore only fair that AMASA recognises and thanks their current members by offering them the exclusive chance to benefit from the AMASA bursaries in return" he concludes. AMASA hopes that continued membership support and a growth in membership uptake will result in the organisation being able to assign more bursary positions in 2016 and years to come. AMASA identifies that there are many gifted personal within their member's agencies who could benefit highly from the AMASA bursaries.

Agencies, media owners or companies can nominate their talented young employees to apply for one of the five positions. The commitment expected from the agency, media owners or company in return will be to play a structured mentorship role in the recipient's career during the AMASA bursary period.

The ALP AMASA Bursary programme is at the heart of what AMASA stands for as it aims to attract bright young minds into the exciting world of media strategy, planning and advertising and aims to ensure that individuals not only excel in the theory but gain invaluable experience in the practise of media planning in order to become assets to the industry as a whole.

Bischoff is strongly in support of this year's new process, "the ALP is AMASA's core reason for being, enabling us to deliver against our primary mandate of driving media education and up skilling the industry. This year we are offering the benefits of the bursary exclusively to our members as we believe there are already employees within these organisations and we would like to offer bursaries to assist our members in moulding and coaching them to a higher level of theory and practical experience. The bursary is now a main benefit of being an AMASA member." Bischoff continues, "We encourage all our 2015 members to put forward their employees whom show potential and passion for the industry."

How the 2015 AMASA Bursary process will work:

- The agencies/media owners can nominate an existing employee (preferably junior staff or interns) within their business that they feel will get the most value out of the course.
- The nominator will be required to mentor the Nominee.
- Nominations will be open until the **26th of June**
- The nominees will be short listed and interviewed by the AMASA ALP Project Team (made up of AMASA committee members) and announced on the **10th of July latest**
- The five successful candidates will be enrolled for the AAA media Course which starts on the 21 July and runs until 22 October. All candidates must be available for classes on Tuesdays and Thursdays from 5.30pm - 8.30pm (see course information [here](#))
- The five candidates will be registered in the AMASA Workshop, scheduled for the weekend on the 27th - 30th of August (see more information on the workshop [here](#))

To apply for or nominate employees please download the form [here](#).

To view the 2015 AMASA Bursary Agreement please click [here](#).

For more questions relating to the AMASA bursary please email **Ricardo Lopes** (Head of ALP Project Team) on Ricardo.Lopes@omd.co.za

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