

The 2015 AMASA Learnership Programme candidates revealed

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The Advertising Media Association of South Africa (AMASA) is proud to announce the final five candidates selected to be a part of the AMASA Learnership Programme (ALP). This year, the ALP bursaries were offered to current employees or interns at any of AMASA's membership agencies or media owners.

The candidates were shortlisted, interviewed after the entry process and the final five who have been selected include: Farhaanah Mahomed from Popimedia, Caleb Khoza from Mall Active, Rudy Tladi from Mediamark, Masego Tsholetsane from Carat and Cimone Kraucamp from ABN360.

In conjunction with the mentorship that they will receive from agencies and media owners, these AMASA candidates will receive enrolment into the highly acclaimed AAA Media Management module (endorsed by AMASA) which kicks off this July, enrolment and all costs covered to attend the renowned AMASA Media Planning Workshop, as well as a copy of AMASA's Textbook "Nuts and Bolts of media planning".

Caleb Khoza, says: "The current generation in this country has a lot of potential, but it means nothing if we are not equipped to handle the work and improve our lives. That is why this opportunity is a great stepping stone for me to upgrade my skills and knowledge."

Cimone Kraucamp discussed her delight in being a part of the ever changing media industry and added that the AMASA Learnership is a springboard to launch her further into the direction of growth. "AMASA has afforded me with knowledge growth and networking potential, which will in turn, assist me in giving back to the industry," explains Cimone.

Rudy Tladi and Farhaanah Mohamed both expressed their excitement around the bursary and are ecstatic to have been granted the opportunity. Both are certain that they will be able to advance their careers and become valuable assets to their companies, while the bursary will give them a chance network with some key industry experts.

Masego Tsholetsane concludes around how the bursary will bolster her success within the industry: "With no clue what the advertising world could offer, I took a leap of faith, eager to learn to try out new things, with one specific goal in mind. I will be a Media Guru one day. I will be able to analyse data, gather insight draw up a powerful strategy, and head up a powerful campaign. I will go through every learning curve, engage with the right people and be exactly who I plan out to be. AMASA granting us this learning opportunity will not only give us good grounds and insight, but also help us understand where it started and where we heading."

For AMASA, the primary focus of the ALP will support the organisation's main chief aim - the education of people with an interest in the media, marketing and advertising industry, with a view to improving their knowledge and skill in media decision making techniques and their use. AMASA is proud to be a part of this skills development programme.

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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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