

# Bailey elected new chair of AMASA

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Karen Bailey, Director of Cinevation and Take Television, has been elected Chairperson of AMASA (Advertising Media Association of SA) for 2002.

Trish Guilford was voted in as Vice Chairperson as well as head of the Workshop sub-committee. Other portfolios were allocated as follows:

Sue Walker - The AMASA Textbook

Linda Gibson - Membership and Website

Johan Farquhar - Finance

Wicus Swanepoel - Education: Schools

Dave Frankel - Annual Event

Kevin Kirby - Roger Garlick Awards

Sue Rooney - Marketing

Gill Randall - Monthly Meetings

▪ **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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