

MADS Launches to Transform Media, Advertising & Communication Sectors

Where Industry Grows its People

JOHANNESBURG, GAUTENG, SOUTH AFRICA, May 15, 2025
/EINPresswire.com/ -- Media Advertising Development Services — officially launched to reshape the future of the [Media, Advertising, and Communication sectors](#). Hosted at the Theatre on the Square in Sandton, the event brought together professionals, interns, and industry leaders for a dynamic gathering of theatre, dialogue, and powerful voices. [MADS](#) officially unveiled its vision to a selected audience of stakeholders, professionals, interns, and educators.

Designed as a living ecosystem to develop people across all business departments and business sizes in the sector, MADS offers a new rhythm to how we grow talent, retain legacy, and rebuild relevance in the industry.

The launch featured a live performance titled “A Learner Walks into a Library”, followed by the reveal of the MADS Media Wall. Executive Director Mandy Kayser addressed the crowd:

“MADS isn’t a programme to attend — it’s an ecosystem to belong to. A living space [where learning, leadership, and legacy can finally coexist.](#)”

Key initiatives introduced at the launch include:

- Motivation: For every department — from finance to operations to creatives — using theatre, storytelling, debates and deep dialogue.
- Development: Structured support for interns and the companies who host them.



Executive Director Mandy Kayser delivering the keynote while the Learner cast sat on stage — a symbolic handover from performance to purpose.

- Business Support: Capacity-building, coaching, and resource-sharing for micro-enterprises.
- Collaboration: A shared platform connecting education, business, and associations.

Speeches were delivered by Rosanne Areington (MADS Operations), Thabile Dlamini (Director MADS), and interns Nelly Matlala & Lebo Majakoane, whose reflections moved the audience. The event closed with a powerful message encouraging industry-wide collaboration and a renewed commitment to developing people and business at every level.

MADS now invites all visionaries, companies, and institutions in the Media, Advertising and Communications sector to take part.



Guests selecting their Learner, Leader, or Legend identity at the MADS Launch event — a symbolic introduction to the story that followed.

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Mandy Kayser

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