

141: IMC speakers Mel Attree and Enzo Scarcella and Native's Ben Wagner

On the next [Biz Takeouts Marketing & Media radio show](#), Thursday, 23 July 2015, from 9-10am, show host Warren Harding chats two of the keynote speakers for the Cape Town IMC Conference, happening on 3 and 4 August at the CTICC.



We're joined by Mel Attree ([@melattree](#)), Director of Content Strategy at Ogilvy Cape Town ([@OgilvyCT](#)) and Enzo Scarcella, Chief Marketing Officer at Telkom to find out what they will be covering at the event.



The IMC Conference, now in its fifth year, is a two day event that takes place in Durban, Cape Town and Johannesburg, the conference aims to expose delegates to the latest IMC trends by educating, entertaining and engaging them with the incredible lineup of industry experts, the unique event format and the customised workshops feature. For more information visit www.imcconference.com.

We're also joined in studio by Ben Wagner ([@BenWagner](#)), Marketing Officer at Native VML ([@Native](#)) to see what the latest news is at the agency as well as take a look at the annual Digital Edge ([@digitedge](#)) event happening in September. We get all the details of the event and find out more about the keynote speaker, Spike Lee. It's the 7th year of the Digital Edge event brought to you by Native VML and Nedbank ([@Nedbank](#)). More details at www.thedigitledge.co.za/

Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In studio:* Mel Attree and Ben Wagner

- *Via Telephone:* Enzo Scarcella

How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone](#), [Blackberry](#) or [Android apps](#)

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
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Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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