

150: IPRA World Congress 2015

On Thursday, 24 September 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizWazza) was joined by Bridget von Holdt (@bridgetpr), Executive Director at Glasshouse Communications to find out more about the IPRA Congress, the importance of leadership and trust and how to measure PR.



We find out more about IPRA World Congress happening in Johannesburg from 27 - 29 September at the Sandton Convention Centre, under the theme: "Leadership in Communication - the way to Trust". The 2015 Congress is the first ever to be held in Africa. It is expected to attract around 600 - 800 participants from all corners of the globe, with preponderance from Africa. South Africa's draw as a pre-eminent tourism destination will boost the attractiveness of the Congress for international participants.

A unique addition to the 2015 Congress will be the hosting on the Monday evening of the IPRA Golden World Awards for Excellence awards ceremony. This event is the annual "Oscars" of the PR world, honouring the very best of PR campaigns from around the globe.

[Check out IPRA World Congress here.](#)

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If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (19.2MB) or [listen](#) to the podcast (21:00min).

Episode 150: IPRA World Congress: Leadership the way to trust, with Bridget von Holdt.

Date: 24 September 2015 **Length:** 21:00min **File size:** 19.2MB **Host:** Warren Harding



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