

# Digital multimedia indaba at SABC Radio Park

Metro FM will be holding its first Digital Multimedia Indaba tomorrow, Friday, 21 August 2009 at SABC Radio Park. The indaba will explore issues such as social media and their impact on media consumption, radio and Web 2.0, integrated campaigns, streaming and other issues.

Speakers are:

- Christo Doherty, digital arts head, Wits
- Merlin Naicker: head media and telecommunications, Siemens
- Mary Mzumara: account director, Quirk eMarketing
- Andre Aitken: director, Antfarm
- Gustav Praekelt: MD, Praekelt
- Belinda Lewis: head strategist, Praekelt
- Gelfand Kausiyo: GM radio broadcast facilities, SABC

"Multimedia open[s] up a sea of opportunities for advertisers and media owners. The popular social networks it ushers in provide fresh quality audiences, beyond the boundaries of control or restriction," says Mandi Titi, acting GM: PCS radio, who is the host of the event.

The venue will be the ground floor auditorium, SABC Radio Park, 8am - 2pm, with breakfast and lunch. RSVP to .

[Download the programme here.](#)

For more, visit: <https://www.bizcommunity.com>