

152: IMC Conference Johannesburg with Jonty Fisher

On Thursday, 8 October 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) was joined in studio by Jonty Fisher (@jontyfisher), OFYT - Group Strategy Director and advisory panel member for the IMC Conference.



We talk about Jonty's thoughts on the current state of marketing in South Africa, the biggest challenges marketers are currently facing and what the next big marketing trends are. We look at the IMC Conference Advisory Committees role in the conference and why the speaker selection this year? We look at all this and so much more, all on the podcast this week.

The IMC Conference (@IMCConference) returns to Johannesburg for the fifth time for what is said to be the leading marketing and communication conference in South Africa. The 2015 IMC Conference theme - *The State of Marketing Address (SOMA)*, will be delivered by marketing and agency thought-leaders to report on the current state of South Africa's marketing nation and focusing on how to build a world-class marketing programme using consumer insights.

[Find out more about the IMC conference here.](#)

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#) right [here](#).

The news roundup:

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- [Big data: Man vs the machine](#)
- [Barclays Africa launches third accelerator programme](#)

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](#) (53.1MB) or [listen](#) to the podcast (29:04min).

Episode 152: Jonty Fisher talks about the IMC Conference - Johannesburg.

Date: 9 October 2015 **Length:** 29:04min **File size:** 53.1MB **Host:** Warren Harding





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