

# 163: The IAB Digital Summit, business culture and PR trends

Tune in to the [Biz Takeouts Marketing & Media radio show](#) on 18 February 2016, from 9-10am, as show host Warren Harding delves into The IAB Digital Summit 2016, the PR industry as a whole and the role of culture in running a profitable business.



Harding starts off the show by chatting to Andre Fourie, newly appoint managing director of Marcus Brewster PR. Fittingly, 2016 marks the 25th anniversary of the integrated PR and strategic communications agency. Fourie shares his views on PR talent in SA, evolving PR skills, PR measurement and the future of PR.

Then we shift our attention to the highly anticipated IAB Digital Summit 2016, taking place at Turbine Hall in Johannesburg on 3 March 2016. Harding is joined by Josephine Buys, CEO of the IAB South Africa, to find out more about the event, the speakers, what attendees can expect and the changes in the digital landscape.

Lastly, Harding looks at how company culture can drive profits and business success in a chat with Pentravel's CEO, Sean Hough, on the imperative of having a culture of purpose. Hough shares his top insights on the value of culture and why investing in people, before profit, is a sound, authentic, business strategy.

## How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
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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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