

183: The CEM Africa Summit and NATIVE VML's trends report

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 28 July 2016, from 9-10am, show host Warren Harding is joined by Simon Cranswick, managing director at Anana Africa, to chat about the rapid evolution of customer experience management and the annual CEM Africa Summit taking place on 17 and 18 August in Cape Town.



We also speak to Mike Jones, strategic planning director for NATIVE VML in Johannesburg about the NATIVE trends report, a monthly document released by the agency, focusing on what to look out for in marketing, advertising, tech and more.



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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.

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