

## 62: Heavy Chef and IMC Conference

On tonight's [Biz Takeouts Marketing & Media radio show](#), streamed live every Thursday, 5pm-6pm via [2oceansVibe Radio](#), we will host Fred Roed, CEO of World Wide Creative and co-founder of Heavy Chef, and Daniel Marcus, CEO of Living Your Brand and custodian of the IMC Conference. [\[twitterfall\]](#)

### This evening's lineup



- *In-studio guests:* Fred Roed ([@Fred\\_Roed](#)), CEO of World Wide Creative and co-founder of Heavy Chef ([@heavychef](#)), a World Wide Creative side project, offering talks, information, opinion, resources, workshops and education; and Daniel Marcus ([@DanMarcusSA](#)), CEO of Living Your Brand ([@livingyourbrand](#)) and custodian of the IMC Conference ([@IMCConference](#)).
- *Show host:* [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#))
- *Discussion topics:*
  - Fred Roed:
    - what Heavy Chef is doing for digital in South Africa
    - how the Heavy Chef community works
    - the monthly Heavy Chef Session events
  - Daniel Marcus:
    - more about the upcoming Integrated Marketing Conference

### How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

### Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizcomWazza](#) or [@SimoneBiz](#) using the hashtag [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

### 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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