

## 124: A packed show about an event, a women's academy and research

On Thursday, 26 February 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) has packed the hour long show with four guests. We were joined via Skype by Koo Govender, VWV Group Chief Executive Officer, following the launch and graduation of 25 students from the Phakama Women's Academy.



We find out more about the academy, the beginnings in 2014 and the expansion plans for 2015 into Johannesburg and Cape Town. We also look at how students can enrol.

[Check out Phakama Women's Academy here.](#)

Then we move our attention to The IMC Conference, who recently announced this highly-anticipated event will be going to Durban from the 23 - 24 March 2015, taking place at the Southern Sun Elangeni and Maharani Hotel. We chat to Jaco Van Zyl, Managing Director of the IMC Conference to find out why the event is going to Durban, the format, agenda of the event and we look at some of the keynote speakers at this year's IMC Conference.

We also speak to IMC Conference event sponsors, PHAT Brand Activations Director, Christopher de Bod. He tells us why they are getting involved again this year with the IMC Conference and why the companies philosophy of "Nothing influences people like people" fits in so well.

Check out the [IMC Conference here](#) and [PHAT here](#).

Lastly, we look at WhyFive, an insight-driven research company producing unique market reports with a single goal: to help people make better decisions by answering a simple question: WHY? We talk to Brandon de Kock, Creative Director at WhyFive to find out more about the company and why research is essential for making business decisions. We look at some of WhyFive's clients and answer the question: Does size count when working with Big Data?

[Check out WhyFive here.](#)

Make sure you listen to the most recent podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#).

### The news roundup:

- [\[NewsMaker\] Dylan McLean](#)
- [Why your small business should be making use of SEO](#)
- [Ignore neuroscience at your 2015 marketing campaign's peril](#)
- [A new approach to increasing profit](#)
- [Featured Job: Head of Brand and Product Communications](#)

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](mailto:biztakeouts@bizcommunity.com).

### Podcast

If you missed the show, [download](#) (106MB) or [listen](#) to the podcast (58:15min).

## Episode 124: The IMC Conference Durban

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