

OPA chair Adrian Hewlett on the inaugural Bookmarks

By BizPod/Interactive

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Last week saw the inaugural <u>Bookmarks</u> awards ceremony being held in Johannesburg. A lot has been said since, both offline and online (including Twitter). In episode two of BizPod/Interactive, Bizcommunity.com's new podcast which aims to unpack all the latest trends in digital marketing and social media, host Japie Swanepoel chats to Adrian Hewlett, chairman of the Online Publishers Association (OPA), about the good, the bad and the ugly of the event.

Everything - from the origin of the awards, the international judges, nominees having to pay for event tickets, categories with no winners, creative versus ROI type entries and those confidential documents that were distributed on the showreel CD - is discussed.

Remember, you don't need an iPod to listen to our podcast; you can listen online using the audio player, or download the audio file to your computer and listen to it on your mp3 player.

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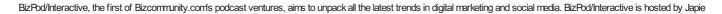
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• View Bookmarks galleries here and here

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