

OPA chair Adrian Hewlett on the inaugural Bookmarks

By [BizPod/Interactive](#)

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Last week saw the inaugural [Bookmarks](#) 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.

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ABOUT BIZPOD/INTERACTIVE

BizPod/Interactive, the first of Bizcommunity.com's podcast ventures, aims to unpack all the latest trends in digital marketing and social media. BizPod/Interactive is hosted by Japie

Swanepoel, founding partner of longtail (www.longtail.co.za) an online strategy company with offices in Cape Town and Johannesburg. Feel free to send your email comments, feedback, suggestions and ideas about how BizPod/Interactive is working for you to podcast@bizcommunity.com or simply comment below.
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