

112: Will Green, Mammoth BI and the Work Your Wealth event

On the last [Biz Takeouts Marketing and Media Radio show](#) on Thursday, 6 November, show host, Warren Harding was joined in studio by Will Green ([@willjngreen](#)), founder and CEO of Apurimac Media SA ([@ApurimacMediaSA](#)). We looked at the history of Apurimac Media SA, what the name means and we focus some discussion on Yahoo! ([@yahoo](#)) in South Africa and Africa.



We chatted about the current situation of Yahoo! in South Africa and Africa, how mobile is affecting business and working with other agencies for campaigns. We also take a closer look at the business model of Apurimac Media SA and how customising campaigns for different African regions can positively impact your digital advertising. Lastly, Will gives us some insights into what works online in Africa and on Yahoo!

Check out Apruimac Media SA here: www.apurimacmedia.com

We then shifted our attention to two events happening in Cape Town in the next two weeks. We chat to Jason Haddock ([@jason_haddock](#)), event founder, of the upcoming event Mammoth BI ([@MammothBI](#)), with the main theme of the event being "Big Data in Action". We find out what the inspiration of the event was and what attendees can expect at the event.

Many South African businesses are still coming to terms with what it means to move past traditional MIS and data warehouse platforms and start to embrace predictive analytics and big data. The Mammoth BI 2014 aims to make Business Intelligence, analytics and big data better understood across a wide audience, ranging from business to education as well as help business to answer the questions of how BI, analytics and big data can speak to their competitive advantage.

Mammoth BI Conference and Workshop event will take place at the CTICC from 17 to 18 November. A dynamic two-day conference BI will see global thought leaders and local experts share their insights in an exciting new IT conferencing model.

[Mammoth BI Interview](#) from [Saratoga](#) on [Vimeo](#).

For more about the Mammoth BI event and tickets, go to www.mammothbi.co.za

Lastly, we chat to two of the keynote speakers from an event taking place this weekend in Cape Town, the Millionaire Mind Summit, brought to you by Work Your Wealth.

We talk to Desré Burski, Founder of Presidential Shirt (www.presidentialshirt.com) and Colin Browne, Organisational Culture Expert & Author, to find out what they will be speaking about at the event and what attendees can expect at the event. We also talk about how Desré started her relationship with Nelson Mandela.

GIVEAWAY: We have 10 VIP tickets to give away to the Millionaire Mind Summit. All you have to do is tweet ([@bizwazza](https://twitter.com/bizwazza)) and 2OV Radio ([@2OVfm](https://twitter.com/2OVfm)) and use [#MMS](https://twitter.com/hashtag/MMS) in your tweet.

The event is taking place this weekend at The Ritz Hotel in Cape Town: www.wyw.co.za/events.

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

The news roundup:

- [Digital marketing budgets will increase 17% on average in 2015](#)
- [Gloo merges with WPP's Ogilvy & Mather SA](#)
- [\[NewsMaker\] Reggy Moalusi](#)
- [Want to work at an agency? Send a CV worth reading](#)
- [Rise of the infographic and the goldfish attention span...](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](https://twitter.com/bizwazza)) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (109MB) or [listen](#) to the podcast (60:00min).

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Date: 6 November 2014 **Length:** 60:00min **File size:** 109MB **Host:** Warren Harding

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