

Talking Cape business with CapeTalk

 By Leigh Andrews

11 Nov 2015

The #CapeTalkintheBoardroom broadcast sessions took place throughout October, placing a spotlight on Cape-based businesses, and even broadcasting live from their offices. Here's why this formed part of CapeTalk's recent 18th birthday celebration strategy.

Most teenagers look forward to their 18th birthday as it's seen as their coming-of-age. Radio stations are no different, with Primedia Broadcasting's CapeTalk planning a whole month of festivities for its special day throughout October.



Things kicked off with the station's Breakfast Show inviting 18-year-olds to be part of a special studio audience on 14 October. Things were both '18' and Cape-centric, with panellists including provincial favourites such as former Springbok Ashwin Willemse, who shared his experience of growing up in the Mother City, as well as Thando Myaka, granddaughter of national treasure Archbishop Emeritus Desmond Tutu. Myaka spoke of what it was like being a part of such a well-known family.

Later in the month, the station took things into the business sphere by visiting three 'quintessentially Cape Town' businesses - the type that you naturally associate with the city, as they've always been based here and their buildings are, in some cases, even landmarks. This was the basis of #CapeTalkInTheBoardroom, which featured CapeTalk Breakfast Show host Kieno Kammies investigating the businesses' reasons for remaining Mother City-based and why this works for them.

Kammies explains: "We thought it fitting to celebrate businesses like Takealot.com, Yuppiechef and Old Mutual in our birthday month as they serve as inspiration to entrepreneurs who want to set up shop in the Cape. It was also a great opportunity for me as a consumer and our listeners to gain better insight into the strategies of these businesses and their operations."

Friday, 23 October was the first of three broadcasts and took place in Takealot's boardroom. Attached is the interview which Breakfast Show Host, Kieno Kammies did with Takealot CEO, Kim Reid...

The next #CapeTalkintheBoardroom broadcast took place from the boardroom Yuppiechef on 28 October. The Yuppiechef team also hosted CapeTalk after the show with a delicious breakfast.

The final rendition took place at Old Mutual's iconic Cape offices on 30 October. As many of the Old Mutual staff work with their hands, whether they are in the call centres or in divisions where they work with tablets etc. Sports presenter Jeremy

Harris gave the staff a fun finger aerobics session.

Kammies spoke to Old Mutual CEO Dave Macready, as well as Siyabonga Nkosi of their HR division. Listen to his broadcast with Macready, embedded below.

That's just three companies' reasons for basing their businesses in beautiful Cape Town - we're sure you have more, share your comments below.

For more on CapeTalk, [click here](#) or [follow them on Twitter](#).

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

- #Loeries2020: Behavioural economics as creativity, but not as we know it... - 24 Nov 2020
- #D2020: Ignite your inner activist - representation through illustration - 27 Feb 2020
- #D2020: How Sho Madjozi brought traditional Tsonga *xibelani* into 2020 - 27 Feb 2020
- #D2020: Silver jubilee shines with Department of Audacious Projects launch - 26 Feb 2020
- #BehindtheSelfie with... Qingqile 'VingWing' Mdlulwa, COO at The Whole Idea - 26 Feb 2020

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>