

Launch of Bizcommunity.com's first podcast

By [BizPod/Interactive](#)

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Welcome to BizPod/Interactive, another way to consume information that you really want - by listening! In this, the first of Bizcommunity.com's podcast ventures, we aim to unpack all the latest trends in digital marketing and social media, guided by host Japie Swanepoel, founding partner of online strategy company longtail.

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.

The round-up:

- The first US digital election is now behind us. How much has the [digital space](#) contributed to the hype and the candidates? Are there lessons in here for South Africa's [political landscape](#)?
- We discuss [IdeaBounty.com](#), an interesting concept bringing big brand companies and creatives together. You pitch your idea. The client likes it. You get paid! The first bounty is worth US\$2500.
- South Africa's first-ever digital-only awards ceremony is almost upon us. [The Bookmarks](#) will award digital companies for websites, online campaigns, mobile and email campaigns on Thursday night, 13 November 2008, in Johannesburg. Be there to be part of SA digital history.

File info:

- Digital podcast: episode 1
- File size: 3.7MB
- Running time: 9:17



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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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