

# 110: Consumer Marketing Insights 2015 eBook and more

Tune in to the [Biz Takeouts Marketing & Media radio show](#) tomorrow, Thursday, 23 October 2014, from 9am-10am as show host Warren Harding chats to Michael Carney, Alex Harrington-Griffin, Dirk Tolken and Kisha van Vuuren. [\[twitterfall\]](#)

## Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *Skype guest:* Michael Carney, Marketing Manager of Harley Davidson Africa ([@harleyafrica](#))
- *In studio guests:* Alex Harrington-Griffin ([@Alex\\_H\\_Griffin](#)), Marketing Director at One Up Agency ([@OneUpAgency](#)); Dirk Tolken ([@dirktolken](#)), CMO for Semantica Digital ([@semantica](#)); and Kisha van Vuuren ([@quichekish](#)) from Tin Can PR ([@tincanpr](#))
- *Pre-recorded guest:* Nader Henein, Regional Director: Product Security, BlackBerry
- *Discussion topics:*
  - With November and Movember around the corner, we chat to Carney about the Harley Davidson Snors for a Cause motorcade happening across the country on 1 November. We find out more about the event and how you can get involved.
  - We then shift our attention to the newly launched *25 Consumer Marketing Insights 2015* eBook. We cram three industry experts (featured in the book) into the studio to chat about their respective fields. We chat to Harrington-Griffin to find out more about the eBook, the experts involved, and why the book was needed.
  - We look into social commerce and specifically Twitter, with Tolken.
  - Then we move on to public relations with Van Vuuren to see what 2015 holds for the PR industry.
  - Lastly, we speak to Henein about how you should navigate the chaotic and complex BYOD landscape, manage mobile risks and compliance imperatives as well as empowering end-users with mobile tools with no compromise to security.



## How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

## Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

## Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.

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