

# 161: Biz Takeouts is back with BizTrends 2016

On the first episode of Biz Takeouts Marketing & Media radio show of the year on Thursday, 4 February 2016, from 9-10am, show host Warren Harding looks at the trends and opportunities affecting you in 2016. We focus on the highly anticipated annual Bizcommunity.com's BizTrends 2016.



The annual BizTrends 2016 is a collection of the top marketing and media professionals and thought leaders, curated by Louise Marsland to give you the best advice, across various topics, and trends to look out for in 2016. BizTrends 2016 is the definitive guide to marketing communications and media trends for 2016.

On this show we chat to Louise Marsland, specialist editor: BizTrends 2016 about her top trends from this year's collection as well as the process of gathering the contributors.

We also chat to BizTrends 2016 contributors:

- Melissa Attree, director of content strategy at Ogilvy & Mather Cape Town about [content marketing trends for 2016](#).
- Emma Odendaal, digital editor at John Brown Media about [social media trends for 2016](#).
- Samantha Page, former editor of Oprah's O magazine, now media consultant, about her submission, [tell great stories](#).

## How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
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## Comments or questions

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