

161: A look at BizTrends 2016

On Thursday, 4 February 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) focused on the recently launched, highly anticipated annual Bizcommunity.com, BizTrends 2016.

The annual BizTrends 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. It's the definitive guide to marketing communications and media trends for 2016.

On the show we chatted to Louise Marsland, specialist editor: BizTrends 2016 about the top trends and putting the section together. [Check out BizTrends 2016 special section.](#)

Episode 161: Biz Takeouts is back with BizTrends 2016 - Louise Marsland

Date: 4 February 2015 **Length:** 9:59min **File size:** 9.14MB **Host:** Warren Harding

We find out from Melissa Attree, director of content strategy at Ogilvy & Mather Cape Town about her top [content marketing trends for 2016](#).

Episode 161: Biz Takeouts is back with BizTrends 2016 - Melissa Attree

Date: 4 February 2015 **Length:** 12:17min **File size:** 11.2MB **Host:** Warren Harding

Emma Odendaal, digital editor at John Brown Media chats to us about her [social media trends](#) to look out for in 2016.

Episode 161: Biz Takeouts is back with BizTrends 2016 - Emma Odendaal

Date: 4 February 2015 **Length:** 10:03min **File size:** 9.20MB **Host:** Warren Harding

Samantha Page, former editor of Oprah's O magazine, now media consultant, takes us through her BizTrends 2016 submission, [tell great stories](#).

Episode 161: Biz Takeouts is back with BizTrends 2016 - Samantha Page

Date: 4 February 2015 **Length:** 11:14min **File size:** 10.2MB **Host:** Warren Harding

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#) right [here](#).

The news roundup from [Bizcommunity](#):

- [BizTrends 2016 special section](#)
- [Design Month special section](#)

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



Bizcommunity.com's **Biz Takeouts Marketing & Media 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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