

124: The IMC Conference Durban

On the next [Biz Takeouts Marketing & Media radio show](#) tomorrow, Thursday, 26 February 2015, from 9-10am, show host Warren Harding chat to Koo Govender, VWV Group Chief Executive Officer following the launch and graduation of 25 students from the Phakama Women's Academy. We find out more about the academy and what the future holds.

The IMC Conference is hitting Durban this year for the first time, happening on 23 and 24 March at the Southern Sun Elangeni & Maharani. We speak to Jaco van Zyl, Managing Director of the IMC Conference to find out more.

Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *Via Skype:* Koo Govender ([@KooGovender](#)), CEO of VWV Group ([@VWVGroup](#))
- *Pre-record:* Jaco van Zyl, MD of IMC Conference ([@IMCConference](#))
- *Discussion topics:*
 - The Phakama Women's Academy Class of 2014 has graduated and according to the sponsor of the innovative CSI initiative, VWV Group, the 25 savvy young women are prepared and ready to take on the corporate world. We find out from Koo Govender what the academy is all about, how the idea came about and what is her dream for the academy? We also look at what 2015 holds for the academy and the students.
 - Recognised as the leading marketing and communication conference in South Africa, the IMC Conference hosts a two day event with a central theme focused on applying various combinations of communication disciplines. We talk to Jaco van Zyl about the conference, the speakers and the workshops as well as look at what attendees can expect.

WIN: Stand a chance to win one of two tickets to the event with Biztakeouts!

Tweet to [@bizwazza](#), include the [@IMCconference](#) and tell us which speaker you're looking forward to hearing at the conference. Competition closes at noon on Monday 2 March, and I will announce the two winners that afternoon. [Read more about the competition and the conference here.](#)

How to listen

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

Comments or questions

- Email: 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.



For more:

- Bizcommunity Special Section: [Biz Takeouts](#)
- Bizcommunity Search: [Biz Takeouts](#)
- Previous Biz Takeouts podcasts: [Bizcommunity](#)
- Bizcommunity: [twitterfall](#)
- Twitter Search: [#biztakeouts](#) OR ["Biz Takeouts"](#)
- Email: biztakeouts@bizcommunity.com

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