

140: IMC speaker Alistair King and Red & Yellow's Mandela Day plans

On Thursday, 16 July 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) started the show with Kira Koopman, Team Lead: Knowledge Delivery, at the Red & Yellow School ([@redyellowschool](#)).



South Africa's premier advertising college is commemorating Mandela Day 2015 on 18 July by giving back a collective 67 industry hours to local NGOs, NPOs and SMEs. The initiative falls in line with the School's pledge to get involved in the community and give something back. [Red & Yellow](#) students and staff will join forces with alumni and industry partners such as Not Norm, Quirk Cape Town, JWT and The Yellow Door Collective for a one-day creative hustle. They will volunteer their expertise in graphic design, art direction, copywriting, marketing, social media and advertising to the participating organisations. Kira gives us all the details of what is expected on the day.

Then we were joined by Alistair King ([@ALsparkles](#)), founding creative partner of the [King James Group](#) ([@KingJamesGroup](#)), to discuss his dual keynote presentation with Yegs Ramiah, Executive Head of Brand Sanlam and Santam. Alistair talks about what Integrated Marketing Communications means to him, the trick to working on two brands with one client and the potential challenges. He also gives us his advice for brands when looking at new agency partners.

The IMC Conference ([@IMCconference](#)), now in its fifth year, is a two day event that takes place in Durban, Cape Town and Johannesburg, the conference aims to expose delegates to the latest IMC trends by educating, entertaining and engaging them with the incredible line-up of industry experts, the unique event format and the customised workshops feature. For more information visit www.imcconference.com.

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

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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.

Podcast

If you missed the show, [download](#) (80.4MB) or [listen](#) to the podcast (43:58min).

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Date: 16 July 2015 **Length:** 43:58min **File size:** 80.4MB **Host:** Warren Harding



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