

166: Celebrating public relations with the PRISM Awards 2016

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 17 March 2016, from 9-10am, show host Warren Harding focuses on the 2016 PRISM Awards, taking place in Johannesburg on 17 April...



Now in their 19th year, the PRISM Awards are presented to public relations and communication professionals who have successfully incorporated strategy, creativity and professionalism in public relations and communication programmes and strategies that showcase a successful public relations campaign.



We catch up with 2016 Awards, PRISM Awards convenor and executive director of Glasshouse PR, Bridget von Holdt, to chat about the online entry system being used this year, the PR industry trends and the 34 awards categories for 2016.

We also look at how PR and the PRISM Awards have changed over the last decade and what is coming next for the industry.

Then later in the show we chat to Grant Orchard, creative director of stage and production agency Formative. We find out the history of Formative, what goes into event planning, the services offered by the agency and what you need to know when picking suppliers.

How to listen

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Comments or questions

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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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