

115: Greenpop Zambia Festival of Action and Kilowatt AV

On the last [Biz Takeouts Marketing and Media Radio show](#) on Thursday, 27 November, show host Warren Harding was joined in studio by Greenpop founders, Misha Teasdale and Lauren O'Donnell.

We discussed how Greenpop started in 2010, why trees, what inspired Greenpop ([@greenpopSA](#)) and how you can get involved. We look back at the start of planting 1,000 trees to where the organisation is today - with 15 staff members.



The organisation is on a mission to reconnect people with our planet and will hit the 50,000 trees planted milestone in early 2015.

We also discussed what can be expected from the [Greenpop Festival of Action](#) happening in June 2015.

For more, go to www.greenpop.org.

We then shifted our attention to events, audio visual, 3D mapping and animated video content with Kilowatt AV ([@Kilowatt_AV](#)). We spoke to CEO, Dillon Jearey ([@DillonJearey](#)) and discussed how the company started, the services offered by the team and some of the events they are currently involved with.

We discussed how you should approach picking an AV partner and what to look for in your content animation and 3D mapping needs. Lastly, we touch on some events you would have seen Kilowatt AV at and we chat about what the future holds for the company and the 3D mapping speciality.

For more, go to www.kilowatt.co.za.

Make sure you listen to the most recent podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#).

The news roundup:

- [Telkom exits marketing comfort zone, enters entertainment sponsorship](#)
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- [Featured Job: Manager - Marketing and Online](#)
- [\[NewsMaker\] Melissa Attree](#)
- [Marketing for entrepreneurs: start here](#)
- [Bookmarks 2015 Extension granted](#): Entries for the Bookmarks Awards will close Friday 28 November, more info at iabsa.net/summit/bookmarks

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](#) (85.9MB) or [listen](#) to the podcast (44:47min).

[Episode 115: Greenpop Zambia Festival of Action](#)

The founders of Greenpop chat Zambia Festival of excellence. Kilowatt CEO, Dillion Jearey talks audio visual and 3D mapping.

Date: 27 November 2014 **Length:** 44:47min **File size:** 85.9MB **Host:** Warren Harding



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