

Lineup for first Aegis Thought Leadership Digibate

Diageo Africa director of marketing innovation Peadar Hegarty, head of digital media at Trigger/Isobar Nic van den Bergh and Aegis Media CEO Middle East & Africa and The Netherlands Arjan Pomper will be the first set of panelists, along with moderator Aegis Media CEO Dawn Rowlands, at the inaugural [Aegis Media Thought Leadership Digibate](#), in association with Bizcommunity.com, next week Thursday, 8 September 2011. This online debate will be streamed live from 9am on thetaxi.co.za. [[twitterfall](#)]



"We are excited to kick off the Digibates with such a strong panel and we really look forward to growing the already exceptional quality of panelists going forward," says Rowlands. "We are also excited about the outcomes from the debate which I am confident will add value to the media-marketing sector as a whole."

"The Africa Question"

The first digibate, hosted by radio personality Soli Philander, will be centred on "The Africa Question" and will bring up for discussion:

- What are the core digital marketing challenges
- What is the main technology platforms driving growth on digital marketing in Africa?
- What is the current level of digital skills across the continent and how does this influence strategies
- How do marketing communication strategies differ across the various African regions?
- With the fragmentation of channels (300+ TV stations, and radio stations), how does this affect what is done on digital channels?

How to listen

The Thought Leadership Digibates will be hosted on a monthly basis, will cover all forms of media (from digital and broadcast to print and out-of-home), and will all be discussed by some of the most respected marketing and media personnel in the industry.

Listen live via thetaxi.co.za/listen-live or listen to the podcast here on Bizcommunity in our [Aegis Thought Leadership special section](#) after the debate. The official Twitter hashtag is [#aegisTL](#).

For more:

- Bizcommunity Special Section: [Thought Leadership Digibates](#)
- Bizcommunity Search: [Thought Leadership Digibates](#)
- Bizcommunity Twitterfall: [#aegisTL](#)

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