

# 111: Stretch Experiential Marketing with Mike Silver

Tune in to the [Biz Takeouts Marketing & Media radio show](#) tomorrow, Thursday, 30 October 2014, from 9-10am as show host Warren Harding chats to Mike Silver, MD of Stretch Experiential. [\[twitterfall\]](#)

## Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In studio guest:* Mike Silver ([@stretchmike](#)), founder and Managing Director of Stretch Experiential ([@stretchexp](#))
- *Discussion topics:*
  - We look at the history of Stretch Experiential, chat about experiential marketing and the importance of building brands with experiences.
  - We focus on everything experiential marketing and look at:
    - Internal employee engagement
    - Measurability in marketing today
    - How experiential is becoming more of a lead medium in modern marketing
    - Experiential marketing made for YouTube (more and more once-off experiential PR stunts being done specifically for YouTube)



## How to listen

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

## Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto: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.

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