

166: Bridget von Holdt chats PRISM Awards 2016

On Thursday, 17 March 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) chatted to PRISM Awards Convener and executive director of Glasshouse Communication, Bridget von Holdt, about the PR industry, the PRISM Awards 2016 and more.



Bridget joined us via telephone to look at the 19th annual PRISM Awards, a showcase to public relations and communication professionals and campaigns. We look at the awards, which celebrates companies and professionals who have successfully incorporated strategy, creativity and professionalism in public relations and communication programmes and strategies.

[Found out more about the PRISM Awards here.](#)

Episode 166: Bridget von Holdt chats PRISM Awards 2016.

Date: 17 March 2016 **Length:** 14:33min **File size:** 13.7MB **Host:** Warren Harding

Then later in the show we spoke to Grant Orchard, creative director of stage and production agency Formative. We looked at the history of Formative, what goes into event planning, the services offered by the agency and what you need to know when picking suppliers. We also chat about the future of the industry and the latest trends we should know about.

[Check out Formative here.](#)

Episode 166: Bridget von Holdt chats PRISM Awards 2016.

Date: 17 March 2016 **Length:** 13:18min **File size:** 12.5MB **Host:** Warren Harding

The news roundup from [Bizcommunity](#):

- The BizTrends2016 PDF is available at [BizTrends 2016 special section](#)
- [March is Brand Manager Month on Bizcommunity](#)
- [Koo Govender appointed CEO for Dentsu Aegis Network South Africa](#)
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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.



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