

## 107: IMC Conference and WWF Rhino Project

On the [Biz Takeouts Marketing and Media Radio show](#) last week Thursday, 2 October, show host, Warren Harding chatted to the lead sponsors of the IMC Conference ([@imcconference](#)) Johannesburg leg, which is happening at the Maslow Hotel in Sandton from 6-7 October. The conference will be pulling out all the stops, ensuring delegates get a jam-packed programme that will leave them with the right tools for the trade; including presentations from various marketing heavyweights that will cover various subjects.



First up was Christopher de Bod, Director at PHAT, who focus on brand activations and brand experience. We look at why PHAT got involved with the IMC Conference and what it focuses on as a business. We also look at the company's trademarked media channels, Living Media and Variable Media and how this has enabled the company to reach wider audiences and target specific ones, engage with consumers on a deeper level and create experiences that are unforgettable and truly interactive. We also look at how it measures ROI and what we can expect from PHAT at the IMC Conference workshop on Monday. Find out more about PHAT:

[www.phat.co.za](http://www.phat.co.za). For more on the IMC Conference, go to [www.imcconference.com/johannesburg/](http://www.imcconference.com/johannesburg/).

Next up on the show we hosted Narayan Murthy, Director, Global Sales Strategy, [Vserv](#) ([@Vserv](#)). We look at how the IMC Conference is catering to the growing needs of the global mobile marketing ecosystem. We chat about some of the trends in mobile today and how the mobile ecosystem is evolving - especially in emerging markets like Africa. Lastly, we look at the current challenges facing the mobile ecosystem and what are the opportunities for companies on mobile.

Finally, we chatted Jo Shaw ([Rhino\\_jo](#)), [WWF-SA](#) ([@WWFSouthAfrica](#)) Rhino Programme Coordinator. This year alone in South Africa, which is home to some 80% of the world's rhino population, has lost 787 rhinos. We find out what is happening with the illegal trade in rhino horn, what WWF South Africa is doing both locally and internationally to try to curb the poaching of Rhinos in South Africa and Africa. We also look at how you can get involved.

If you missed the show, which airs every Thursday 9-10am streamed live via [2oceansVibe Radio](#), make sure you listen to this week's podcast.

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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](mailto:biztakeouts@bizcommunity.com).

### Podcast

If you missed the show, [download](#) (83MB) or [listen](#) to the podcast (45:04min).

**Episode 107: IMC Conference Johannesburg 2014**

**Date:** 2 October 2014 **Length:** 45:04min **File size:** 83MB **Host:** Warren Harding



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