

141: IMC speakers Mel Attree and Enzo Scarcella; Ben Wagner from Native

On Thursday, 23 July's episode of BizTakeouts, The Marketing & Media radio show, host Warren Harding ([@bizWazza](#)) interviewed Ben Wagner ([@BenWagner](#)), Enzo Scarcella ([@EnzoScarc](#)) and Mel Attree ([@melattree](#))...



Harding started the show by hosting in studio, Ben Wagner ([@BenWagner](#)), one of the founding members at Native VML ([@Native](#)). He chatted to Ben about the upcoming 7th annual Digital Edge ([@digitedge](#)) event happening on 9 September at the Sandton Convention Centre.

He also found out more from Ben about the evolution of the event, discuss this year's theme - Making Stories - and looked at the relevance of the special guest speaker, Spike Lee. Ben also kept us in the loop on what is happening at the agency right now.

[Check out The Digital Edge details here.](#)

[Check out Native VML here.](#)

Then we shifted our attention to The IMC Conference ([@IMCconference](#)), taking place on 3 and 4 August at the CTICC in Cape Town. The IMC, now in its fifth year, is a two-day event that takes place in Durban, Cape Town and Johannesburg. The conference aims to expose delegates to the latest IMC trends by educating, entertaining and engaging them with the incredible line-up of industry experts, the unique event format and the customised workshops feature.

We were joined by two of the event's keynote speakers, Enzo Scarcella, CMO of Telkom as well as Mel Attree ([@melattree](#)), Director of Content Strategy at Ogilvy Cape Town ([@OgilvyCT](#)). Both guests explore the idea of integrated marketing communications and we look at the topics of each guest's speech at the event.

Enzo will be discussing: [Changing Face of Communication](#)

And Mel will cover: [effective content strategy can strengthen campaigns and boost customer engagement in an omnichannel world.](#)

For more information, visit <http://www.imcconference.com>.

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#).

The news roundup:

[\[Content Marketing\] Content marketing trends](#)

[\[Content Marketing\] How brands succeed in video content marketing](#)

[\[Content Marketing\] How branded content is changing communications](#)

[Webfluent invests in expansion by building an industry-leading marketing and sales team](#)

[Featured Job: Digital Designer](#)

If you are interested in getting interviewed on BizTakeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (111MB) or [listen](#) to the podcast (60:48min).

Episode 141: IMC speakers Mel Attree and Enzo Scarcella join us, plus we chat to Ben Wagner from Native.

Date: 23 July 2015 **Length:** 60:48min **File size:** 111MB **Host:** Warren Harding

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