

155: Focus on PR - Trust, data and talent with four industry experts

On Thursday, 29 October 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizwazza](#)) focused on communications and PR, and gathered four industry experts to talk about:

- Why PR is still relevant and the changes the industry has seen.
- The biggest challenges of 2015 for the industry.
- The 2016 trends in PR they expect.



The industry experts included:

- Andre Fourie - Strategic Communications Director at marcusbrewster ([@marcus_brewster](#))
- Galia Kerbel - Managing Director at Greater Than PR ([@GreaterThanPR](#))
- Nicola Nel - Managing Director at Atmosphere PR ([@atmospherecomms](#))
- Ingrid Lotze - President-elect PRISA ([@1PRISA](#))

Get all the PR and communications insights by listening to this week's podcast.

Check out: [Bizcommunity's latest special section focused on Communications and PR.](#)

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

The news roundup:

- [The 'truth' about PR - IPRA report back](#)
- [Crisis management in times of scandal](#)
- [PR: the job for the decade](#)
- [Global communications trends](#)

[Current media view on PR](#)

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.

Podcast

If you missed the show, [download](#) (5.62MB) or [listen](#) to the podcast (24:33min).

Episode 155: Focus on PR: Trust, Data and Talent with 4 industry experts.

Date: 29 October 2015 **Length:** 24:33min **File size:** 5.62MB **Host:** Warren Harding



Bizcommunity.com's **Biz Takeouts Marketing & Media 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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