

## 90: Rich Simmonds' new book, Loeries African Roadshow and POPI

Join [Biz Takeouts Marketing & Media radio show](#) host Warren Harding ([@bizWazza](#)) every Thursday from 9am-10am from the [2oceansVibe Radio](#). This week we chat to CEO of the Loeries ([@loeries](#)), Andrew Human, Managing Director of Cerebra ([@cerebra](#)), Craig Rodney ([@craigrodney](#)) as well as Rich Simmonds ([@richsimmondsZA](#)) about his new book. [\[twitterfall\]](#)

### Lineup

- *Show host:* Warren Harding
- *In studio guests:*
  - Rich Simmonds, Professional Speaker, Influential RuleBreaker & ChangeMakerbook.
  - *Telephonic:* Loeries CEO, Andrew Human
  - Craig Rodney, Managing Director for Cerebra.
- *Discussion topics:*
  - We speak to Rich Simmonds about his new book, Mug & Tweet ([@mugandtweet](#)), which was launched in Cape Town on 20 May 2014. We find out more about the book and all about social communication in the digital age.
  - We also chat to Loeries CEO, Andrew Human and find out more about the recent Loeries Africa Roadshow, which has visited Dar es Salaam, Lagos, Nairobi and finally Accra over the last two months.
  - Then later in the show we take a closer look at POPI (Protection of Personal Information Act) and the impact of social media in South Africa. We chat to Craig Rodney, Managing Director for Cerebra to find out more.



### 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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