

179: Marketing Mix Conferences managing director Terry Murphy

On Thursday, 30 June 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) looked at the upcoming Marketing Mix, Shopper Path to Purchase 2016 event happening on 20 and 21 July at the Bryanston Country Club in Johannesburg.



We were joined by Terry Murphy, publisher and managing director of Marketing Mix Conferences and spoke about the upcoming event, the history of the Marketing Mix conferences, the events we can expect for the rest of 2016 and also about print media.

The Shopper Path to Purchase event is all about how digital marketing has joined the proven mix of merchandising and above-the-line media by facilitating interaction with target shoppers and added dimension of the loyalty clubs. So the professional retailer and brand marketer has to continuously evolve the communication mix. [Click here](#) to read the program and check out the credentials of the speakers.

Get all the info on the upcoming Marketing Mix, Shopper Path to Purchase 2016 event [here](#).

All this and so much more for retailers and marketing managers is covered in the podcast this week.

Episode 179: Marketing Mix Conferences Managing Director Terry Murphy.

Date: 30 June 2016 **Length:** 17:47min **File size:** 16.7MB **Host:** Warren Harding

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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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