

103: IMC conference sponsor, Everlytic, talk POPI and email marketing

On the last [Biz Takeouts Marketing and Media Radio show](#), 24 July, host Warren Harding chatted to Vera Robertson ([@robertson_vera](#)), Marketing Manager of Everlytic ([@everlytic](#)), the biggest sender of emails for the publishing industry in South Africa.



We discussed the implications of the Protection of Personal Information Act on email marketing and the recommended guidelines for digital marketers. As email experts, Everlytic has long championed the compliance of permission based marketing, and will provide expert answers to questions around how POPI affects email marketing and what digital marketers can do to stay on the compliant side of the law.

Everlytic will be running a workshop at the Johannesburg IMC Conference happening on 6 and 7 October. The Integrated Marketing Communication Conference (IMC Conference) is a two day, content packed event with a central theme focused on using different combinations of communication disciplines (i.e. Advertising, Direct Marketing, Public Relations, etc.) in synergy, with the purpose of delivering the right message to the desired audience.

The IMC Conference is divided into two sections: Keynote Presentations and Workshops. Keynotes will be presented by top industry speakers selected from various communication backgrounds, who will share case studies highlighting their experiences in the industry.

Workshops are designed to give delegates more in-depth insights into the trends of various fields they specialise in. The workshops are formatted in such a way that allows delegates to customise their experience by only selecting workshops that would meet their specific communication needs. Each workshop will be hosted by a leading marketing agency and they will facilitate interactive discussions and engage with the audience.

Get the event details here: <http://imcconference.com/johannesburg/agenda/>

Get all the event speaker details here: <http://imcconference.com/johannesburg/speakers/>

We then shift our attention to Ukusela Ekapa, an official World Design Capital 2014 project (#WDC411). Ukusela Ekapa (Slurp Kaapstad op, Drink Cape Town in) offers locals+tourists across all boundaries an opportunity to create+share unique drinking vessels. Every month Ukusela Ekapa is holding "Squeeze" events throughout Cape Town. Ukusela EKapa is a joint venture between ceramic artist, Hennie Meyer, and architect, Janine de Waal, which endeavours to raise design awareness through connecting people of Cape Town with an imprinted "handshake" on a ceramic drinking vessel.

See more about Ukusela Ekapa:

Stay up to date with Ukusela Ekapa on Facebook to see when the next event is: <https://www.facebook.com/ukusela.ekapa>

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. [\[twitterfall\]](#)

The news roundup covered:

- [DigiChat with Andrea: Social media ROI](#)
- [Big Data: Big Business or Big Brother?](#)
- [DigitasLBi acquires African agency, Liquorice](#)
- [Experiential branding cuts through the clutter](#)

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.

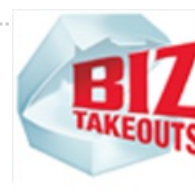
Podcast

If you missed the show, [download](#) (57.8MB) or [listen](#) to the podcast (31:37min).

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