

## 138: Isilumko Activate and agency focus with 20Across

On the next [Biz Takeouts Marketing & Media radio show](#), Thursday, 2 July 2015, from 9-10am, show host Warren Harding chats to Lauren Durant, Director at Isilumko Activate, a national brand activations business geared to help brands grow, sell more and create better relationships with their customers by interacting with them in a more meaningful way.



We speak to Lauren to find out more about the company, the latest trends in activations and why they are so successful in brand building.

Then in our monthly agency focus, we look at relatively new kid on the block 20Across. We host founder and owner Fabrizia Degli Esposti ([@fabzilicious](#)) to chat about the start of the agency, the work they are doing and we take a closer look at influencer marketing in South Africa.

### Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In studio:* Lauren Durant and Fabrizia Degli Esposti

### 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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