

## 142: Graham Warsop on his IMC keynote speech: Marketing - where to from here?

On the next [Biz Takeouts Marketing & Media radio show](#), on Thursday, 30 July 2015, from 9-10am, show host Warren Harding chats to two more of the keynote speakers for the Cape Town IMC Conference, happening on 3 and 4 August at the CTICC...



With the IMC Conference in Cape Town just 4 days away, we chat to two of the keynote speakers to see what they will be covering at the event.

Firstly, Graham Warsop, founder and chairman of entrepreneurial SA advertising agency, The Jupiter Drawing Room & Partners ([@JupiterCT](#)) joins us to talk about his take on the future of marketing in SA. We find out more about his keynote speech, titled 'Marketing - where to from here?' We also touch on some industry trends currently playing out in the market.

Then we are joined by Bryan Melmed ([@pixelvisions](#)), Director of Insights at Exponential ([@exponentialinc](#)), based in New York. We chat to Bryan to find out more about Big Data, how big data can be used in business to drive insights and marketing decisions and we look at his keynote speech at IMC this year, titled, 'Big data is human'.

The IMC Conference ([@IMCConference](#)), now in its fifth year, is a two-day event that takes place in Durban, Cape Town and Johannesburg. The conference aims to expose delegates to the latest IMC trends by educating, entertaining and engaging them with the incredible line-up of industry experts, the unique event format and the customised workshops feature. For more information, visit <http://www.imcconference.com>.

### Lineup

- Show host: Warren Harding ([@bizWazza](#))
- Via Telephone: Graham Warsop, founder and chairman of The Jupiter Drawing Room & Partners ([@JupiterJHB](#))
- Via Telephone: Bryan Melmed ([@pixelvisions](#)), Director of Insights at Exponential ([@exponentialinc](#))

### 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](#)
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### Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

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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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