

The good and bad side of digital - 31 Aug 2015

BY [LEIGH ANDREWS](#)

The Nedbank Digital Edge speaker lineup is an impressive one this year. Leigh Andrews spoke to [Lucia Maseko](#), [John Gevisser](#) and [Glenn Gillis](#) to find out what they're looking forward to the most. This year's event is taking place on 9 September at the Sandton Convention Centre.

What should publications do when a horrific event is [live-streamed or posted to social media](#)? Louise Marsland investigates what editorial policies were taken during two recent tragic events: the Bangkok bombing, where a survivor Periscoped the aftermath, and the Virginia shooting of two journalists live-on-air with the gruesome video posted to social media by the gunman.

[Don't say goodbye, say aloha!](#) Danette Breitenbach spoke to Ken Varejes who is leaving Primedia Unlimited to pursue other opportunities in the media and marketing industry.

Bizcommunity has partnered with Millward Brown to conduct '[Insights2020 - Driving Customer-Centric Growth](#)' - aimed at helping business leaders decode how insights and analytics can help drive business growth. [Click here](#) to complete the research questionnaire and gain exclusive access to findings and recommendations.

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 15 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

For more, visit: <https://www.bizcommunity.com>