

Top company and news stories 7 May 2018 - 7 May 2018

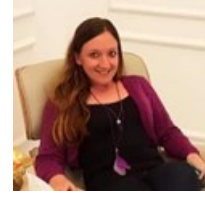
BY [LEIGH ANDREWS](#)

- It's the start of **One Show Creative Week 2018**! FCB's **Susan Credle** has been named as the One Club's first ever chairwoman, while SA's **Myeza** will serve on the One Club's Young Guns 16 Jury. Watch for live coverage from our roving reporter, **Ann Nurock**
- May is **#AfricaMonth**. Read my AfricArena feedback on the need to feed Africa's **startup gazelles and unicorns** with funding
- Jessica Tennant chats to **Odette van der Haar** about her transition from **association** to **agency**
- On 3 May, #WorldPressFreedomDay, Guy Berger wrote about **freedom to do journalism** and R2K reflected on **issues affecting the media**
- Cannes Lions announces **Google as creative marketer of the year**
- How AI can **detect - and create - fake news**
- The MediaShop on **blockchain in today's media environment**
- **We Are Social** says women comprise 47% of SA's e-commerce market
- The CMO Council says marketers' jobs are at risk if **CX strategies fail**
- Meet the **FCJ Excellence Awards** 2017 judges
- Senzo Dhlomo of FGX Studios on **digital skills training**
- NYC artists design totes highlight importance of **reducing plastic waste**
- Sarah Gooding of WE says **controlling your brand's conversation** is trickier than ever before - just ask the Chiefs
- Mike Kann explains what to be aware of when **buying data lists**
- In **#FairnessFirst**, is it the end of the '**inclusion, equality and diversity**' talk as we know it?
- I also went **#BehindtheSelfie** with Loerie Awards MC of note **John Vlismas** of Whacked Management

Leigh Andrews

Editor-in-Chief: Marketing & Media SA

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 13 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>