

# 100: Our 100th episode with Helen Zille, TEDx Cape Town

This week we are celebrating a milestone. Tomorrow, Thursday, 7 August will be the 100th episode of the [Biz Takeouts Marketing & Media radio show](#)! Join us from from 9-10am as show host Warren Harding as he chats to the Premier of the Western Cape, Helen Zille, as well as Justin Beswick, the motivator at TEDx Cape Town. [\[twitterfall\]](#)

## Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *Guests:* Helen Zille ([@helenzille](#)) [*pre-recorded*]; and Justin Beswick ([@justinbeswick](#))

- *Discussion topics:*

- Premier of the Western Cape, Helen Zille on the importance of marketing for political parties as well as the DA ([@DA\\_News](#)) election campaign TV ad that was banned by the SABC and how it ended up becoming a YouTube hit with over 1 million views.
- Justin Beswick, the motivator at TEDx Cape Town, on the TEDx Cape Town ([@tedxcapetown](#)) 2014 event, themed 'Design your Thinking' and taking place from 16-17 August at Cape Town City Hall.



## WIN WIN WIN!

We are giving away one ticket to TEDx Cape Town 2014. All you need to do to win is go to [www.tedxcapetown.org](http://www.tedxcapetown.org), look at the speakers at this years event, tweet Warren Harding ([@bizWazza](#)) and TEDx Cape Town ([@tedxcapetown](#)) using the hashtag [#biztakeouts](#), telling us which speaker you looking forward to seeing at the event. It's *that* easy!

## 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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