

55: Getaway magazine & Cape Getaway Show

Find out more about *Getaway* magazine and the Cape Getaway Show, by listening to the podcast of last week's [Biz Takeouts Marketing & Media radio show](#), which airs every Thursday from 5-6pm streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)

Congratulations to lucky listeners Anupama Mittal ([@hammerscupcakes](#)), Ezette Mallin ([@ezettemallin](#)) and Lauren Ker ([@taxgirlsa](#)) who each won tickets to the Cape Getaway Show!

Lineup

In the Cape Town studio on Thursday, 7 March 2013, was Cameron Ewart-Smith ([@justcam](#)), current editor of *Getaway* magazine ([@getawaymagazine](#)).

He shared with show host [Warren Harding](#) ([@bizcomwazza](#)) about the history of *Getaway* Magazine in South Africa; how *Getaway* is using digital and social media to grow the *Getaway* brand; and what *Getaway* has been doing with events to engage readers.



Cameron Ewart-Smith and Warren Harding

They also discussed the history of the *Getaway* Show and what attendees can expect at this year's Cape Getaway Show taking place from 15-17 March 2013.

The news roundup covered:

- [Featured Job: 3D Generalists and Motion Designers](#)
- [New appointments at Ogilvy Public Relations](#)
- [Michael Hogg appointed CEO of The Jupiter Drawing Room \(Zimbabwe\) & Partners](#)
- [Content marketing is more than just a trend on Twitter](#)
- [Social media integration on the rise](#)



Podcast

If you missed the show, [download](#) (7.07MB) or [listen](#) to the podcast (7:43 minutes).

Episode 55: Getaway magazine & Cape Getaway Show

Date: 7 March 2013 **Length:** 7:43min **File size:** 7.07MB **Host:** Warren Harding

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