

130: This is Me, EFC Africa and Zwipit

On Thursday, 7 May 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizWazza) was joined in studio by EFC (@EFCworldwide) President, Cairo Howarth as well as Sports Marketing and Communications specialist Keiren Jacobson (@kierenjacobsen) to look at the EFC brand, the marketing and the events.



Both guests joined us and discussed the history of EFC, the learnings from doing 39 events in five years and the role marketing plays in building the brand and the development of EFC athletes.

[Check out EFC here.](#)

We then welcomed Mark Chirnside, Chief Executive Officer for This is Me (@ThisIsMeTweets), a third-party online identification and verification authority. This is Me authenticates and verifies individuals. We chatted to Mark about the history of This is Me, why online identification is important, the current state of fraud and identity theft in South Africa and exactly how This is Me helps you and works with online merchants.

[Check out This Is Me here.](#)

Lastly, in a pre-recording segment, we chatted to Felix Martins, South Africa Managing Director of Zwipit, an online platform allowing you to sell old mobile phones online, simply and quickly. We look at the start of Zwipit, how the platform works and what you need to know to get cash for your old cellphones.

[Check out Zwipit here.](#)

Make sure you listen to the most recent podcast of the show, which airs every Thursday from 9am to 10am, streamed live via [2oceansVibe Radio](#).

The news roundup:

- [Celebrating the 2015 African Blogger Award winners!](#)
- [Stop marketing your brand!](#)
- [Are your employees 'engaged'?](#)
- [Featured Job: Account Director](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (73.6MB) or [listen](#) to the podcast (40:16min).

Episode 130: This is Me, EFC Africa and Digital Planet

Date: 7 May 2015 **Length:** 40:16min **File size:** 73.6MB **Host:** Warren Harding



Bizcommunity.com's **Biz Takeouts Marketing & Media 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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