

107: IMC Conference Johannesburg 2014

Tune in to the [Biz Takeouts Marketing & Media radio show](#), Thursday, 2 October, from 9am-10am as show host Warren Harding chats to Narayan Murthy about the IMC Conference. [\[twitterfall\]](#)

Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *Skype guest:* Narayan Murthy, Director of Global Sales Strategy, Vserv.
- *Discussion topics:* The upcoming IMC Conference, happening in JHB from 6-7 October at the Maslow Hotel Sandton. The IMC Conference will be pulling out all the stops, ensuring delegates get a jam-packed programme that will leave them with the right tools for the trade; including presentations from various marketing heavyweights that will cover various subjects. For more, go to www.imcconference.com/johannesburg/



We also chat to IMC Conference lead sponsor, Vserv ([@Vserv](#)) to find out more about the company and why it got involved in the IMC Conference. Murthy will share more about the challenges marketers face with mobile, the solutions required, and some of the current trends in emerging markets mobile ecosystems. <http://www.vserv.com/>

How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
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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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