

136: This is Me, Mike Wronski & the BrightRock connection session

On Thursday, 18 June 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) chatted to David Thomas, co-founder and Chief Technical Officer for This is Me ([@ThisIsMeTweets](#)), a third-party online identification and verification authority.



With an increase in online fraudulent activity in South Africa, now more than ever we need to be vigilant about how we conduct ourselves in the online space. We find out more from David about online fraud, what [This Is Me](#) offers, how it works and how easy and safe This Is Me can make all online activities. We chat about what you need to get authorised, why merchants need this and how it helps you.

Then we moved over to an always popular topic, social media. We were joined by Mike Wronski ([@mikewronski](#)), founder and CEO of Fuseware ([@Fuseware](#)). We touched on [Fuseware](#)'s recent acquisition by Ornico Media, the benefits to clients of the merger of the expertise of both companies and the media channels now being monitored for the industry. We then took a closer look at the current state of social media in South Africa, the growth of some platforms and looked to the future of what is coming for social media. We also talked about the soon-to-be-released annual social media report from Fuseware and World Wide Worx.

Then, last but not least, we spoke to Suzanne Stevens ([@suzannestevens2](#)), Founder and Executive Director of Marketing for BrightRock ([@brightrockZA](#)). We look at who BrightRock are, why they have opted for the strong content marketing approach to advertising and what exactly the Change Exchange is all about.

We also take a look at the [BrightRock](#) Connection Session taking place next week in Cape Town, where we will be picking the minds of Daniel Guasco and Ravi Naidoo around the topic: *Do the set-up costs stifle your start up dreams?* Get all the event details here: [Connection Session with BrightRock and Biz Takeouts](#).

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#).

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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](#) (120MB) or [listen](#) to the podcast (65:32min).

Episode 136: Online Identity verification with This Is Me, Mike Wronski about social media & BrightRock #LoveChange connection session.

Date: 18 June 2015 **Length:** 65:32min **File size:** 120MB **Host:** Warren Harding



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