

## 11: Personalising marketing and iMaverick again

Tonight, Wednesday, 17 August 2011, the [Bizcommunity/Chai FM Media & Marketing radio show](#) will be talking client entertainment and personalising marketing, as well as South Africa's first-ever iPad newspaper, iMaverick, once again. Listen 6pm-7pm on 101.9 FM in Johannesburg or via [streaming audio](#). [[twitterfall](#)]

We're also thrilled to let everyone know that, since our launch in June 2011, we've had about 35000 downloads of the [Biz Takeouts podcasts](#) so far - the most downloaded show on the Chai FM!



### Tonight's lineup includes:

- in-studio guests [Lauren Aaron](#), marketing manager from [Sasfin Bank](#), and [Guy Kilfoil](#), GM: group communications & public affairs at BMW, will discuss sexy branding in banking, sponsorships, client entertainment and personalising marketing with show host (and birthday boy) Kevin Fine ([@thefineste](#))
- agency focus on Openco, with [Louis Gavin](#)
- a look into the imminent launch of [iMaverick](#), the continent's first-ever iPad newspaper; and
- the best of Bizcommunity in the weekly news roundup

### How to listen

To get the very best highlights of marketing and media news in South Africa and Africa:

- tune your radio to community station Chai FM on **101.9 FM** in Johannesburg
- listen via **streaming audio** at [chaifm.ndstream.net](#)

Send advance comments or questions via email ([biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)), Twitter (tweet [@chaifr](#) or [@bizcommunity](#) using the hashtags [#bizchaifm](#) or [#biztakeouts](#)), [Facebook](#), studio tel 0861 242 436 or SMS 37420.

### Podcast

A [podcast](#) of the show will be available later during the week.



**For more:**

- Bizcommunity: [twitterfall](#)
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