

62: Heavy Chef and IMC Conference

Listen 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](#), to find out what Heavy Chef is doing for digital marketing in South Africa and to find out more about the upcoming Integrated Marketing Communications Conference. [\[twitterfall\]](#)

Win a ticket to the IMC Conference!

One ticket to the IMC Conference, worth R4500, is up for grabs! To win, tweet [@BizcomWazza](#) using the [#biztakeouts](#) hashtag, and tell him why you want to attend. The winner will be announced next week Thursday, 6 June.

Lineup

In studio on Thursday, 30 May 2013, we hosted Fred Roed ([@Fred_Roed](#)), CEO of World Wide Creative and co-founder of Heavy Chef ([@heavychef](#)), a World Wide Creative side project, offering talks, information, opinion, resources, workshops and education; and Daniel Marcus ([@DanMarcusSA](#)), CEO of Living Your Brand ([@livingyourbrand](#)) and custodian of the IMC Conference ([@IMCConference](#)).



Roed shared with show host [Warren Harding](#) ([@bizcomwazza](#)) about how the organisation started; where the Heavy Chef name comes from; trends in digital marketing; and what can be expected at the monthly Heavy Chef Session events.

Marcus shared more about the upcoming Integrated Marketing Conference ([@IMCConference](#)) taking place from 10-11 June in Cape Town. We looked at the event's speakers; what attendees can expect; and why you should attend this conference.

The news roundup covered:

- Featured Job: [Online Media Planner](#)
- [New chief marketing officer at Nando's](#)
- [\[Online presence 3\] Get mobile-ready](#) by Luke McKend
- [How much is enough?](#) by Marion Scher

Podcast

If you missed the show, [download](#) (42.4MB) or [listen](#) to the podcast (46:20 minutes).

Episode 62: Heavy Chef and IMC Conference

Date: 30 May 2013 **Length:** 46:20min **File size:** 42.4MB **Host:** Warren Harding

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Win more!

Online marketing tips, brought to you by Quirk Education:

You should always measure the performance of your online marketing strategy. Are you looking at the right data? While simple stats such as the number of website visitors or Facebook Likes may seem exciting, this data may not be saying anything useful. Rather look at the numbers that tell you if you're meeting your specified objectives.

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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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