

65: Greater Than PR, VWV Group and TEDxCapeTown speakers

Last week on a jam-packed [Biz Takeouts, the Marketing & Media radio show](#), which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#) we looked at Greater Than PR ([@GreaterThanPR](#)), VWV Group ([@VWVgroup](#)) and also chatted to some of the TedxCapeTown speakers ([@tedxcapetown](#)). If you missed the show, make sure you get the podcast which is now available. [\[twitterfall\]](#)



Lineup

In studio on Thursday, 18 July 2013, show host Warren Harding ([@bizcomwazza](#)) hosted Greater Than PR ([@GreaterThanPR](#)), and spoke to agency founder, Galia Kerbel ([@Galiakerbel](#)) and the recently opened Johannesburg office head, Janine Lloyd ([@JaninelloydPR](#)). They spoke about the beginning stages of the agency, the industry trends in public relations, some common public relation practices and ended off by looking at some of the Greater Than PR clients.

Harding also talked to VWV Groups ([@VWVgroup](#)), Lloyd Cornwall, director for the recently opened VWV Massive. Lloyd talked about the long history of the VWV group worldwide, experiential marketing and the importance of building brands with experiences. We also look forward to see what is happening at VWV Massive over the next few years.

Lastly on the show, were three of the recently passed TEDxCapeTown event speakers, namely Tony Elvir ([@MrTonyElvin](#)), Karen Dudley ([@lovethekitchen](#)) and John McInroy ([@johnmcinroy](#)). They all shared their journey and how they became TEDxCapeTown speakers.

The news roundup covered:

- [Featured Job: Head of Digital Marketing](#)
- [Recruitgroup launch BizCareers Column](#)
- [Five tips for effective SEO](#)
- [How to use social media to help generate sales](#)
- [Beyond Facebook fans: Conducting market research on Facebook](#)

Podcast

Episode 65: Greater Than PR, VWV Group & TedxCapeTown speakers. [Part 1]

Date: 18 July 2013 **Length:** 24:41min **File size:** 23MB **Host:** Warren Harding

Episode 65: Greater Than PR, VWV Group & TedxCapeTown speakers. [Part 2]

Date: 18 July 2013 **Length:** 20:03min **File size:** 18.8MB **Host:** Warren Harding

Episode 65: Greater Than PR, VWV Group & TedxCapeTown speakers. [Part 3]

Date: 18 June 2013 **Length:** 19:57min **File size:** 18.7MB **Host:** Warren Harding

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