

153: IMC Conference Johannesburg with Claire Cobbledick

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 15 October 2015, from 9-10am, show host Warren Harding chats to Claire Cobbledick, Head of Marketing for Gumtree South Africa ([@gumtreecoza](#)) and advisory panel member for the IMC Conference.



In early 2014, Claire Cobbledick joined Gumtree as Head of Marketing for South Africa. As the former Managing Director of The Jupiter Drawing Room Cape Town, Claire has been on both the client and agency side and is well respected within the industry. Claire joins us in the 2OceansVibe Radio studio to share what she thinks is the current state of marketing in South Africa, what are the biggest challenges facing marketers and what the next big trends will be. We also chat to Claire to find out more about the IMC Conference happening in Johannesburg on 2 and 3 November 2015.

We also have 1x ticket to give away to the IMC Conference. [Click here for the details on how you could win.](#)

The IMC Conference returns to Johannesburg for the fifth time for what is said to be the leading marketing and communication conference in South Africa. The 2015 IMC Conference theme - *The State of Marketing Address (SOMA)*, will be delivered by marketing and agency thought-leaders to report on the current state of South Africa's marketing nation and focusing on how to build a world-class marketing programme using consumer insights. Find out more here.

Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In studio:* Claire Cobbledick ([@clairecobble](#))

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](#)
- Facebook: [2oceansvibe Radio](#)

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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