

184: Oresti Patricios on the Social Media Landscape Briefing 2016

On Thursday, 11 August 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizwazza](#)) took a closer look at the Social Media Landscape Briefing 2016 - the definitive annual research briefing about the big platforms relevant to SA by authorities Arthur Goldstuck and Michal Wronski, by far the biggest social media briefing of the year.



We were joined by Oresti Patricios ([@Orestaki](#)), founder and CEO of Ornico ([@ornicomedia](#)), a brand intelligence firm with presence in 14 African countries. Ornico is conducting the research for the social media landscape briefing.



We spoke to Oresti about:

- What is happening at Ornico.
- The acquisition of FuseWare earlier this year.
- How the research is conducted.
- How social media management is changed.
- The Social Media Landscape Briefing and who should attend.
- What the future holds for Ornico.

To get all the annual landscape research results and insights on 20 September in [Johannesburg](#) & 22 September in [Cape Town](#) plus expert opinions about the probable impact of the latest platform announcements, go to the [Marketing Mix Conference](#) site to find out more.

AGENCIES: If you would like to be included in the social media research currently taking place, please [follow this link](#) to find out more.

All this and so much more is covered in the podcast this week.

Episode 184: Oresti Patricios chats about the research around The Social Media Landscape briefing 2016

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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.



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current media trends, upcoming events and brand activities.

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