

53: Content 2013

Tune in to tonight's [Biz Takeouts Marketing & Media radio show](#), streamed live 5pm-6pm via [2oceansVibe Radio](#), to find out more about the [Content 2013](#) taking place 25-26 February 2013 in Cape Town. We'll also be [giving away a free ticket](#) to this content marketing conference on the show tonight! [[twitterfall](#)]

This evening's lineup

- *Show host:* [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#))
- *In-studio guest:* Heléne Lindsay ([@Helaine_Lindsay](#)), head of strategy for South African custom publishing agency, New Media, and the host of Content 2013 ([@Content_2013](#)).
- *Discussion topics:*
 - importance of content marketing
 - the need for the Content 2013 event
 - who should be attending Content 2013
 - Content 2013 speakers
 - what businesses need to know about content marketing



Win a ticket to Content 2013!

We are also giving away a free ticket to Content 2013 tonight on the show. To enter, tweet the name of the [speaker](#) you would most like to hear, followed by [#fundi @Content_2013](#) and then tune in to find out if you are a winner.

How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@BizcomWazza](#) or [@SimoneBiz](#) using the hashtag [#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.



For more:

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- Previous Biz Takeouts podcasts: [Bizcommunity](#)
- Bizcommunity: [twitterfall](#)
- Twitter Search: [#biztakeouts](#) OR "Biz Takeouts"
- Email: biztakeouts@bizcommunity.com

For more, visit: <https://www.bizcommunity.com>