

# 130: This is Me, EFC Africa and Digital Planet

On the next [Biz Takeouts Marketing & Media radio show](#) tomorrow, Thursday, 7 May 2015, from 9-10am, show host Warren Harding chats to Mark Chirnside, Chief Executive Officer for This is Me ([@ThisIsMeTweets](#)), a third party online identification and verification authority.



## • MENU •

With an increase in online fraudulent activity in South Africa, now more than ever you need to be vigilant about how you conduct yourselves in the online space. We find out more from Mark about online fraud, and how to stay protected with This is Me.

Then we shift our focus to sports marketing and look at the recent #MayPac boxing event and how EFC Africa ([@EFCworldwide](#)) are using marketing to build the EFC Africa brand, building the fighters reputations and push EFC Africa events. We speak to EFC Africa President, Cairo Howarth, as well as Sports Marketing and Communications specialist, Keiren Jacobson ([@kierenjacobsen](#)), to find out more about EFC Africa marketing tools.

Lastly, we chat to Neil Watson, Chief Executive Officer for Digital Planet, on the increase of B2B businesses using e-commerce to drive sales, and the platforms that work in this environment and the benefits for your company.

## Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In Studio:* Mark Chirnside, Cairo Howarth and Keiren Jacobson
- *Via phone:* Neil Watson

## How to listen

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

## Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto: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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