

158: The Bookmarks 2016 and Premier Hotels & Resorts

On Thursday, 26 November 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizwazza](#)) looked at the annual IAB Bookmarks Awards, as well as marketing in the hospitality industry with Premier Hotels & Resorts.



We were joined by Fred Roed ([@Fred_Roed](#)), CEO of World Wide Creative and head of the IAB ([@iab_sa](#)) agency council to chat about the IAB Bookmarks Awards 2016. With only three days left before entries close, we get some advice from Roed on entering and look at the categories and changes for the 2016 awards.

All the Bookmarks info and entry guides are here: <http://iabsa.net/bookmarks/>.

Then later in the show we looked at the hospitality industry and were joined by Alan Campbell, brand manager at Premier Hotels & Resorts ([@premier_hotels](#)). We chatted to Alan about the history of the group, the marketing trends in the hospitality industry and the challenges the industry faces. We look at what 2016 holds for the group with a launch of a loyalty programme and some property expansions.

Check out the Premier Hotels here: www.premierhotels.co.za

Get all the information by listening to this weeks podcast.

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#) right [here](#).

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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.

Podcast

If you missed the show, [download](#) (32MB) or [listen](#) to the podcast (35:07min).

Episode 158: The Bookmarks Awards 2016 advice and hospitality industry marketing.

Date: 26 November 2015 **Length:** 35:07min **File size:** 32MB **Host:** Warren Harding



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