

## 142: Graham Warsop on his IMC keynote speech: Marketing - where to from here?

On Thursday, 30 July's episode of BizTakeouts, The Marketing & Media radio show, host Warren Harding ([@bizWazza](#)) focused on two of the keynote speakers at this year's Cape Town leg of the IMC Conference, happening on 3 and 4 August at the CTICC...



We started the show by chatting to Graham Warsop, founder and chairman of entrepreneurial SA advertising agency, The Jupiter Drawing Room & Partners ([@JupiterCT](#)). Graham explained his take on the idea of Integrated Marketing Communications, current trends in the advertising industry and what advertising was like back in the 1990s, when he launched The Jupiter Drawing Room. We also find out more about his keynote speech, titled 'Marketing - where to from here?'

[Check out The Jupiter Drawing Room here.](#)

Then we were joined via telephone, straight from New York, by Bryan Melmed ([@pixelvisions](#)), Director of Insights at Exponential ([@exponentialinc](#)). We chatted to Bryan about big data and how it can be used in business to drive insights and marketing decisions. We also chatted about his keynote speech at IMC this year, titled 'Big Data is on human.

[Check out Exponential here.](#)

For more information on the IMC Conference in Cape Town, visit <http://www.imcconference.com>.

All the KeyNote Speakers for this year's IMC Conference:

[Graham Warsop](#)

[Bryan Melmed](#)

[Lynne Gordon](#)

[Alistair King](#)

[Yeg Ramiah](#)

[Enzo Scarcella](#)

[Paula Raubenheimer](#)

[Melissa Attree](#)

[Tanya Bertram](#)

[Adam Weber](#)

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[\[Content Marketing\] Getting the definition right](#)

[Cape Town restaurant shows the world how to deal with racist online reviews](#)

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If you are interested in getting interviewed on BizTakeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com).

## Podcast

If you missed the show, [download](#) (85.8MB) or [listen](#) to the podcast (46:54min).

### Episode 142: Graham Warsop on his IMC keynote speech: Marketing - where to from here?

**Date:** 30 July 2015 **Length:** 46:54min **File size:** 85.8MB **Host:** Warren Harding

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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