

163: The IAB Digital Summit, business culture and PR trends

On Thursday, 18 February 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) looked at, the 2nd Annual IAB SA Digital Summit, PR trends with Marcus Brewster PR and how company culture can affect business profits with Pentravel.



We started the show with Andre Fourie, newly appoint managing director of Marcus Brewster PR. We chatted about 2016 being the 25th anniversary of the integrated PR and strategic communications agency marcusbrewster. We also looked at talent in SA, evolving PR skills, PR measurement and the future of PR, and find out what you should look out for when choosing a PR agency to help you.

[Check out Marcus Brewster PR here.](#)

Episode 163: The IAB Digital Summit, business culture and PR trends.

Date: 18 February 2016 **Length:** 13:06min **File size:** 12.3MB **Host:** Warren Harding

Then we looked at the principles and ideas around business culture and the impact this can have on businesses. We spoke to Pentravel's CEO, Sean Hough, about his recent article entitled *Culture eats strategy for breakfast*. Sean shares his top seven insights on the value of culture and why investing in people, before profit, is a sound, and authentic, business strategy.

[Check out the article here.](#)

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Date: 18 February 2016 **Length:** 18:45min **File size:** 17.6MB **Host:** Warren Harding

Lastly, we were joined by Josephine Buys, CEO of IAB South Africa, to find out more about the highly anticipated, IAB Digital Summit 2016, taking place at Turbine Hall in Johannesburg on 3 March 2016. Josephine takes us through the industry changes, the event speakers and what attendees can expect at the event. We also looked at who should not miss out on the Digital Summit, the key topics this year as well as touch on the Bookmark Awards 2016.

Get your tickets: Go to the [IAB SA Digital Summit here.](#)

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Date: 18 February 2016 **Length:** 15:20min **File size:** 14.4MB **Host:** Warren Harding

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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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