

# 153: IMC Conference Johannesburg with Claire Cobbledick

On Thursday, 15 October 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) was joined in studio by Claire Cobbledick (@clairecobble), Head of Marketing for Gumtree South Africa (@gumtreecoza) and advisory panel member for the IMC Conference.



We chat to Claire about the views on marketing and how they have changed coming from an agency background and now working on the client side. We talk about the the current state of marketing in South Africa and the biggest challenges marketers face today. We look at the IMC Conference Advisory Committees role in the conference and focus on the topic of big data, insights, measurement and analysis. We also look at Claire's predictions of the next big trends to hit SA.

We also have 1x ticket to give away to the IMC Conference. [Click here for the details on how you could win.](#)

The IMC Conference returns to Johannesburg for the fifth time for what is said to be the leading marketing and communication conference in South Africa. The 2015 IMC Conference theme - *The State of Marketing Address (SOMA)* - will be delivered by marketing and agency thought-leaders to report on the current state of South Africa's marketing nation and focusing on how to build a world-class marketing programme using consumer insights.

[Find out more about the IMC conference here.](#)

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

## The news roundup:

- [The Bizcommunity special: Digital Marketing focus](#)
- [The seven Rs of marketing to the youth in South Africa](#)
- [Hell no, that's not PR](#)
- [\[NewsMaker\] Thabisile Mbete](#)
- [The AdReaction Report 2015 - Video Creative in a Digital World](#)
- [2015 AMASA Awards shortlist announced](#)

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](mailto:biztakeouts@bizcommunity.com).

## Podcast

If you missed the show, [download](#) (27.9MB) or [listen](#) to the podcast (30:30min).

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**Date:** 15 October 2015 **Length:** 30:30min **File size:** 27.9MB **Host:** Warren Harding



Bizcommunity.com's **Biz Takeouts Marketing & Media 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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