

139: What you missed at the BrightRock Connection Session

On the next [Biz Takeouts Marketing & Media radio show](#), Thursday, 9 July 2015, from 9-10am, we play the podcast from the BrightRock Connection Session that took place on 25 June at the Breakwater Lodge in Cape Town.



The [BrightRock Change Exchange](#) is here to help you deal with life's big deal changes and how they affect you, your health, your life and your pocket. We're not talking change as in a new hairstyle, we're talking about those moments when CHANGE happens in capital letters. When the course of your life will probably be changed forever, even if it's just by a couple of degrees.

On this Connection Session, Change Moments we explore the start-up life. Warren Harding chatted to Ravi Naidoo from [Interactive Africa](#) and Ernst Hertzog from [Action Hero Ventures](#) and with the event focused on start-ups, we discussed:

- Do the set-up costs stifle your start-up dream?
- Do high risks translate into high rewards?
- Entrepreneurial lessons and advice

So tune into the show to see what you missed and all the start-up advice you need from the two guests.

You can also see what Leigh Andrews ([@leigh_andrews](#)), Senior Editor: Marketing & Media for Bizcommunity.com had to say about the event right here: [Following through on your start-up dream...](#)

Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- Pre-record from the BrightRock Connection Session

How to listen

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

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
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Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

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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