

## 152: IMC Conference Johannesburg with Jonty Fisher

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 8 October 2015, from 9-10am, show host Warren Harding chats to Jonty Fisher, OFYT - Group Strategy Director and advisory panel member for the IMC Conference.



Jonty is a classically trained business-marketing strategist with 15 years experience on both B2B and B2C brands, adept at traversing from business strategy all the way down to creative advertising strategy. He has a passion for finding game changing solutions in highly competitive categories, and has guided strategy on brands like Jack Daniel's, KIA, Adidas, PwC and 24.com. We chat to Jonty to find out more about the IMC Conference happening in Johannesburg on 2 and 3 November 2015.

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 here.](#)

### Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In studio:* Jonty Fisher ([@jontyfisher](#))

### How to listen

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

### Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

### Podcast

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

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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