

Thought Leadership Digibate lineup announced

Aegis Media has lined up some of the top names in out of home advertising to speak at the second online [Thought Leadership Digibate](#) tomorrow morning, Thursday, 20 October 2011, including Erik Warburg, MD at Posterscope South Africa, Bruce Burgess, out of home development manager at Aegis Media Sub Saharan Africa and Jacques du Preez, MD at Provantage Media.



The digibate will be held in Cape Town and will be [streamed live](#) 9am-11am on online radio station [The Taxi](#). It will focus on the out of home sector in Africa and will also include some insights on the intention to [ban alcohol advertising](#) in South Africa.

More speakers

Other speakers at the event will include Simon Wall, managing director at Tractor Outdoor Media, Adam Cherry, worldwide digital developer at Posterscope UK and Dawn Rowlands, CEO Aegis Media Sub Saharan Africa.

Says Rowlands, "Once again we have an outstanding line up of panelists who between them will be able to share global insights to out of home advertising. Out of home is a medium that is evolving rapidly and various insights have come to the fore, especially through Posterscope's OCS 2 consumer survey, and these all form part of the buying decision."

Listen live

Listen live via thetaxi.co.za/listen-live or listen to the podcasts [here on Bizcommunity](#) or [here on The Taxi](#) after the debate. The official Twitter hashtag is [#aegisTL](#).

Listen every month

The Thought Leader Digibates are held monthly and include a panel of leading media-marketing experts who will discuss, debate and share their knowledge - gleaned over years of experience - with a wider audience. The official Twitter hashtag is [#aegisTL](#).

For more:

- Bizcommunity Special Section: [Aegis Thought Leadership Digibates](#)
- Previous Digibates podcast: [here on Bizcommunity](#) or [The Taxi](#)
- Bizcommunity Search: [Thought Leadership Digibates](#)
- Bizcommunity Twitterfall: [#aegisTL](#)

