

64: TEDx Cape Town

Last week on Biz Takeouts, the Marketing & Media Radio show, we looked at the TEDx Cape Town organisation ([@tedxcapetown](#)) and the upcoming TEDx Cape Town event. We also chatted to Native ([@native](#)) executive creative director, Ryan McManus about his recent CSR campaigns and creative ideas in South Africa.

Get all the information by listening to this week's podcast of the [Biz Takeouts Marketing & Media radio show](#), which airs every Thursday 5pm-6pm streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)

Lineup

In studio on Thursday, 11 July 2013, we hosted Bernelle Verster ([@indiebio](#)) co-founder of TEDx, Cape Town and Sue Northam ([@soosi8](#)) wordsmith for TEDx Cape Town ([@tedxcapetown](#)).

Northam talked about how TEDx Cape Town started, the links to TED Global, some of the other initiatives the organisation is involved with, as well as the upcoming TEDx Cape Town event, taking place at The Baxter Theatre on 20 July 2013.

Ryan McManus, executive creative director for Native ([@Native](#)) a digital advertising agency, shared with show host Warren Harding ([@bizcomwazza](#)) about two of his CSR campaigns, The Exchange and Seeds of Truth. They looked at the ideas, how they worked and the results. They also discussed some industry trends and how South African creatives compared to our international counterparts.



The news roundup covered:

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Podcast

If you missed the show, [download](#) (44.9MB) or [listen](#) to the podcast (49:08 minutes).

Episode 64: TEDx Cape Town

Date: 11 July 2013 **Length:** 49:08min **File size:** 44.9MB **Host:** Warren Harding

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