

## More top line speakers for RadioWorks 2012

RadioWorks 2012 has added MTN chief marketing officer, Serame Taukobong, as well as Nedbank consumer banking managing executive, Ciko Thomas to its lineup of speakers. They, along with a panel of industry experts, will unpack and pave the way forward on the contentious issue of language in radio advertising. The discussion entitled 'Lost In Translation' will be facilitated by seasoned strategist, Andy Rice.



The event has also secured popular morning drive presenters, Gareth Cliff of 5FM at the Johannesburg leg, Ukhozi FM's Linda Sibiya in Durban and 94.5 Kfm's Ryan O' Connor in Cape Town, to help marketers leverage on the growth of digital platforms and improve the results they get from advertising on radio.

These new speakers will join RAB UK strategy consultant Claire Wright, who replaces Judith Spilsbury, Ogilvy CEO Abey Mokgwatsane, Commercial Radio Australia chairperson, Cathy O' Connor, John Smeddle of Leo Burnett in the Middle East, Walter Pike, chairman of Chillibush Communications, Victor Dlamini, Missing Link Founder Rich Mulholland and more.

The event takes place on 22 August in Cape Town and on 23 August in Johannesburg. Tickets cost R880 (excl VAT). For more, go to [www.rab.co.za/radioworks2012](http://www.rab.co.za/radioworks2012).

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