

121: The Bookmarks 2015 and IAB Digital Summit with Josephine Buys

February started with a bang, when show host Warren Harding ([@bizWazza](#)) and the [Biz Takeouts Marketing and Media Radio show](#) were joined in studio by IAB South Africa ([@iab_sa](#)) CEO, Josephine Buys ([@JosephineIAB_SA](#)).



We chatted about what the IAB South Africa are up to and their plans for 2015. We then took a closer look at the digital event of the year, the IAB Digital Summit, in association with BBC.com and the IAB Bookmarks 2015.

We spoke to Josephine about the local and international speakers at the IAB Digital Summit, what attendees can expect and who should not miss the event. Lastly we look at the ticket details.

Headline speakers at the IAB Digital Summit, in association with BBC.com include:

- David Sable, global CEO of Y&R in New York
- Matthew Bull of Bull-White House
- Dmitry Shishkin, BBC Digital development editor
- Zeinab Badawi, presenter on BBC World News
- David Doty, executive vice-president of IAB US
- Ali Jafari, vice-president of direct sales for Twitter, Europe
- Gregor Waller, global digital strategist, Germany
- Eyabo Macauley, head of EMEA advertising, Shazam

- One hour think-tank sessions hosted by IAB members

The IAB Digital Summit takes place on 19 February at Turbine Hall in Johannesburg.

[Check out all IAB Digital Summit details here.](#)

In the second half of the show, we spoke to the IAB Bookmarks 2015 Jury President, John Dixon. The IAB Bookmarks Awards honours those individuals, agencies and brands that have achieved excellence in digital creative work and execution. The event is in its seventh year since inception, with this year's celebrations set to be the biggest yet. We take a closer look at the 2015 Bookmark entries, the categories, the announcement of the shortlist as well as what we can expect on the evening.

The IAB Bookmarks 2015 takes place on 19 February at Turbine Hall in Johannesburg after the IAB Digital Summit.

[Check out the Bookmarks 2015 shortlist here.](#)

Make sure you listen to the most recent podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#).

The news roundup:

- [\[Trends 2015\] The rise of 'me'](#)
- [\[Trends 2015\] Convergence marketing](#)
- [Lessons from Coca-Cola's content excellence strategy](#)

- [\[Trends 2015\] A new breed of advertising creative needed](#)
- [Q&A with IAB Digital Summit speaker Zeinab Badawi](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (81.8MB) or [listen](#) to the podcast (44:30min).

Episode 121: The BookMarks 2015 and IAB Digital Summit with Josephine Buys

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