

# Save the date: BizTrends 2015 Imbizo Johannesburg

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A stellar line-up of industry leaders will discuss current trends in the marketing communications industry, as well as do some crystal ball gazing for 2016 at Bizcommunity.com's special trend event on 17 September 2015 at the Sandton Convention Centre.



Bizcommunity will also use the event to launch the anticipated BizTrends 2016 special project.

Speakers in the TEDx-style talks include Heidi Brauer ([@heidibeeee](https://twitter.com/heidibeeee)), Chief Marketing Officer, Hollard; David Blyth ([@dvblyth](https://twitter.com/dvblyth)), Managing Director, Yellowwood Brand Architects; Johanna McDowell ([@jomcdowell](https://twitter.com/jomcdowell)), Managing Director, Independent Agency Selection (IAS); Odette van der Haar ([@odette\\_roper](https://twitter.com/odette_roper)), CEO, Association for Communication and Advertising.

They will be followed by a keynote presentation by Ann Nurock ([@annnurock](https://twitter.com/annnurock)), Partner: Relationship Audits & Management and former CEO of Grey Canada and Grey South Africa, who will give a report back on key trends from Cannes Lions 2015 gathered from her trip to the global awards on behalf of Bizcommunity last month.

The above contributors will present case studies and examples that show how companies and brands can incorporate new trends such as curated content, brand newsrooms, storytelling, behaviour change-makers and more into their marketing mixes, also a great opportunity for delegates to network with the speakers over lunch and interrogate them on key trends.

BizTrends has become a benchmark report for the media and marketing communications industry in the last decade. It was launched then by former Bizcommunity.com editor, Louise Marsland, who came on board last year to edit, write and curate [BizTrends 2015](#), extending its reach with additional interviews, partners, research and insight into local and global trends. The special project has also been extended into print and [digital products](#), and a sold-out event in [Cape Town](#) earlier this year, which is now coming to Jozi.

BizTrends 2016, will be launched at this inaugural Gauteng Trend meeting as part of the Leaderex event at the Sandton Convention Centre on 17 September 2015.

Tickets for the BizTrends 2016 launch session, which will be held from 11am-2.30pm, are R500 each or R3,500 per round table of eight delegates and includes refreshments and lunch. Book tickets for your team at [rsvp@bizcommunity.com](mailto:rsvp@bizcommunity.com), or call Megan on 021 404 1460, or [here](#).

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