

## After-Dinner - Stay sane inside insanity

Monday, 30 November 2009

The team join Louis-Marc Germishuys and Pria Chetty to discuss Social Media and the impact it has on business. It is clear that business neither understands the risks of the medium, nor the potential it offers for connecting to their customer base. The panel debates how this will influence business, while Louis-Mark emphasizes the importance of a transparency that business has not yet embraced.

Nexopia, Bebo, Hi5, StudiVZ, iWiW, Tuenti, Decayenne, Tagged, Xing, Badoo, Skyrock, Orkut, Friendster, Mixi, Mixit, Multiply, Wretch, Cyworld, Facebook, Wikipedia, Wordpress, Blogger, Myspace, Linkedin and of course Twitter. Unless you live in complete isolation you would recognise some of these names and know we're discussing social media. After Dinner IT considers how business should think about this

Louis-Marc was behind mydigitallife, forthefans, getmo and more; and through the New Media Agency is actively engaged in helping companies adapt to new media. Pria Chetty and her law firm Chetty and Associates focuses on the legal implications of these developments.

Together with the panel they discuss how companies should consider the implications for customers and staff, as well as the impact it has on company ethic and branding. Finally Louis –Marc makes a veiled reference to Rocky Horror as his metaphor for the explosion of unprecedented creativity and change with which companies must grapple.

### After-DinnerIT Episode 7 (Full)

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