

## The #FridayStandIn on 702 and CapeTalk: Thebe Ikalafeng

11 OCT 2013 08:30

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Visionary brand and reputation architect, Thebe Ikalafeng has succeeded in putting presidents to power and shaping global strategies for nation, city, corporate, consumer, political and institutional brands. But can he host a three hour talk show?

Today, 11 October, we will find out as Thebe takes to the airwaves as the Friday Stand-in on Talk Radio 702 and 567 CapeTalk from 9am to 12am.



Each week a different personality takes over the hot seat to fill in for Redi Tlhabi while she is away on maternity leave and will have to run with a number of regular features as well as the diverse news, views and listeners who call into the show.

### Well-travelled

Thebe is arguably the foremost global African branding and reputation architect, advisor and author.

No stranger to 702, Thebe is often consulted for his expert opinion on the AdFeature with Jenny Crwys-Williams and Andy Rice on Wednesday afternoons.

He has travelled to or worked in over 50 countries across Africa and the world, gaining an invaluable and incomparable perspective and knowledge on building brands and reputations.

### Tune in

He has helped to shape the African brand and reputation through his work with Brand Ghana and Brand South Africa, Transnet, Universities of South Africa (UNISA) and Botswana (UB), Zambia's Zanaco Bank, Africa Green Revolution Forum in Tanzania, and the successful political branding campaign for the ruling party of Ghana in 2008 and 2012.

This morning, Thebe's attention will be focused on listeners around Gauteng and the Western Cape as well as the usual suspects on the Friday edition of the Redi Tlhabi show. These include The Naked Scientist, a comedian who will share The Week that Wasn't, Aki Anastasiou in his Technobyte and Dr Eve who will be Talking Sex. It should be unmissable listening.

Tune in via the stations or join the conversation on Twitter with [@radio702](#) and [@Thebelkalafeng](#) via the hashtag [#FridayStandIn](#). Watch a video interview with Thebe and Bruce Whitfield at

<http://www.702.co.za/shows/standins2013/index.html>

To listen in... <http://www.702.co.za/onair/player.asp>

For details visit [www.702.co.za](http://www.702.co.za) or [www.capetalk.co.za](http://www.capetalk.co.za).

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