

## 2011 PAMRO meeting announces speakers

The 13th Pan African Media Research Organisation (PAMRO) meeting and All Africa Media Conference, to be held from 21-24 August 2011 in Dakar, Senegal at the Le Méridien President Hotel, has announced its top panel of speakers.



Delegates can expect papers on a range of topics under the theme of "Harnessing the Power of Research: Lessons from the Continent". Speakers from Angola, Australia, Senegal, Kenya, Nigeria, the UK, Hong Kong, the Czech Republic, Zimbabwe and South Africa have all been secured.

The conference's keynote address will be delivered by the Honorary Moustapha Guirassy, Senegal's Minister of Communication and Telecommunication in charge of New Technologies and Information.

### Speakers:

- Keld Nielsen, global business development director of TNS Media Research, UK, will offer perspectives on new media measurement
- Steve Garton, Synovate's MD: media, Greater China, and global head of media, looks at global media trends and what they mean for Africa
- Anne Rayner, regional director: brand equity and communications, TNS Australia, explores how marketers can get more bang for their marcoms bucks, investing in contacts that are influential and can help differentiate their brands
- Charles Foster, MD of Millward Brown Africa, will highlight the creation of a common media currency for Taxi TV, exploring the effectiveness of advertising on this medium
- Tomas Bicik, business development director for the Czech Republic's Mediaresearch, examines the value of lifestyle surveys when used to enhance TV audience data
- Muleki Ncube, CEO of Quest Research Services, South Africa, will look at the challenges that research houses face when doing fieldwork in Africa
- Chris Maroleng, Africa editor: head of department for eNews Africa, will help delegates see Africa like they've never seen it before, presenting empirical and qualitative facts to challenge some of the prevailing stereotypes and assumptions about the socio-economic position and future of the continent
- Joe Hall and Kevin Cowan of the BBC Global News Division will cover the changing face of international broadcasting in Africa
- Vivien Marles, MD of InterMedia, Africa, looks at two technological developments that are changing media across the continent
- Joe Otin, media research and monitoring director of Synovate Pan Africa, Kenya, will examine the various elements used to determine advertising effectiveness
- Barry Sayer, CEO of Continental Outdoor Media and president of Fepe International, asks whether the world's oldest advertising medium will find its place in the new order
- Amadou Mahtar Ba, CEO of African Media Initiative, considers the importance of media and media research in Africa
- Joe Boniaszczuk, marketing science director of Research International SA looks at the progress made in computing an up-to-date PAMRO Pan-African LSM segmentation
- Graham Mytton, chairman of the Board of Directors, InterMedia, UK, will examine the future of the research industry, throwing out a challenge to all to put high quality training first

- Josephine Bucknull and Peter Masson, partners at Bucknull and Masson, UK, will look at how Pakistan controlled, funded, designed, conducted, released and trained users to plan and sell with a full 360° media and market survey covering over 650 media in eight media groups, and 750 brands in 50 product areas - all in less than 12 months

A number of speakers will also give in-depth looks into various African countries: Filipa Oliveira, MD of Marktest Angola, on Angola's media outlook; Roger Steadman, executive director of Synovate Pan Africa, Kenya on the dynamics of the media landscape in that country; and Major Tikiwa, chairman of the Zimbabwe Advertising Research Foundation (ZARF), on the research challenges and solutions found in a hyper-inflationary environment like Zimbabwe.

Aichetou Moussa, SES's manager of market development and marketing in Africa, and Nicholas Bednall, a consultant with Strider Brands, will convene a breakfast session on the development status of media audience research in sub-Saharan Africa and highlight possible challenges.

For more information and to register, go to [www.pamro.org](http://www.pamro.org)

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