

PAMRO conference to tap into African media research

The 16th annual Pan African Media Research Organisation (PAMRO) conference is set to take place this year in Tanzania from 23 - 26 August at the Best Western Coral Beach Hotel, Dar es Salaam...



Conference attendees will hear speakers from Africa, the Middle East, the United States and Europe unpack the latest in media research methodologies being utilised globally, but particularly, in the African continent.

Chairman of PAMRO, Josiah Kimanzi says the conference aims to benchmark the best of Africa's media research methodology which is growing in influence.

"As an organisation we aim to be eventually represented in every country on the continent. Up to now we have mainly interacted with English speaking countries in Africa, but now PAMRO is working hard to gain access to Francophone Africa and North Africa as well.

"Globally, Africa is viewed as a marketer's dream destination but with its own special idiosyncrasies. Research techniques that work in the west do not necessarily apply to Africa. It is important to participate in a conference like this because it offers the best media minds who work together to develop unique research methodologies that meet African markets' needs", he said.

The speakers in Dar es Salaam include Neil Higgs, Chief Innovation Partner at TNS, South Africa, who will talk about the development of a short pan-African measure of economic status; Tomas Krasny, Regional Lead - Audience Measurement and Insights of CEE-MEYA, GfK in the Czech Republic who will discuss Radio: How to measure this future media star of Africa; and Charles Makau, Country Head of Ipsos SSA in Tanzania who will present a paper on the Tanzanian Media Kaleidoscope.

For more information visit www.pamro.org