

PAMRO 2015 in Tanzania offers top media research speakers

The Pan African Media Research Organisation (PAMRO) has lined up a bank of international speakers representative of the best minds in media research methodologies who will discuss the latest global trends in research and measurement methodologies and how they are applicable to the African market. Africa's premier conference on media research takes place in Dar es Salaam from 23-25 August 2015 at the Best Western Coral Beach Hotel.



Chairman of PAMRO, Josiah Kamanzi says that the organisation is proud to be hosting speakers from South Africa, Kenya, Tanzania, Nigeria, Zimbabwe, the UK, France, Sweden, Spain, the UAE and the US.

Among these and possibly leading the South African delegation of speakers is Neil Higgs, the Chief Innovation Partner at TNS SA, who specialises in new ways of understanding and measuring different aspects of people's lives. He will discuss the development of three levels of a new lifestyle measurement method, which has resulted from a 20-country 32 400 respondent dataset from Afro-barometer.

Higgs presentation will outline the development and validation of the measures and provide data on the 20 countries that were included in the survey. PAMRO members will have the scoring system and questions available for use.

Also speaking on the advantages of electronic audience measurement systems is Laurence Chausson and Pushkar Kulkarni of Kantar Media in the UK while Rehema Muniu of Ipsos MediaCT in Kenya will discuss the opportunities to Africa's ongoing migration from analogue to digital TV and the challenges it presents to stakeholders.

Another added benefit to attending the conference is the chance to participate in a training session with leading media research educator, Graham Mytton of Audience Research Training and Consultancy in the UK. He will review the basic techniques of social research, both qualitative and quantitative which often gets lost in the evolution of sophisticated online research methods that still require traditional validation.

Speakers

- Amelia Richards, Client Service Director: Media, Ask Afrika, South Africa
- Candice Ulrich, Nielsen Watch Lead, Media Africa, South Africa

- Charles Makau, Country Head, Ipsos SSA, Tanzania
- Christopher O'Hearn, General Director, Emirates Media Measurement Company, United Arab Emirates
- Claire Hayworth, Consultant, Eighty20, South Africa
- Daniel Cuende, Co-Founder & Innovation Manager, Cuende Infometrics, Spain
- Graham Mytton, Audience Research Training and Consultancy, UK
- James Eberhard, CEO and Founder, GeoPoll and Mobile Accord, US
- Janet Proudfoot, GM - Group Research & Audience Strategy, South Africa
- Jennie Beck, Global Director, Kantar Media, UK
- Joe Otin, Vice President, PAMRO, Kenya
- Josiah Kimanzi, President, PAMRO, Nigeria
- Keld Nielsen, Global Director of Audience Measurement, Kantar Media Audiences, UK
- Laurence Chausson, International Business Development Director, Kantar Media, UK
- Lyn Jones, Group Marketing Manager, Continental Outdoor Media, South Africa
- Magnus Anshelm, CEO, Mediamätning Skandinavien MMS, Sweden
- Max Richman, Data Scientist, GeoPoll, US
- Milton Tshabalala, Commercial Director, Nielsen Media, South Africa
- Molemo Moahloli, Regional Director: Audience Measurement & Insights, sub-Saharan Africa (Susa), MD GfK, South Africa
- Monique Leech, Director Digital Solutions, Millward Brown, South Africa
- Nanzala Mwaura, Director, Client Relations, Ipsos SSA, South Africa
- Neil Higgs, Chief Innovation Partner, TNS, South Africa
- Oresti Patricios, CEO, Ornicogroup, South Africa
- Pushkar Kulkarni, International Business Development Director, Kantar Media, UK
- Rehema Muniu, Director, Ipsos MediaCT, Kenya
- Rob Anderson, Senior Analyst, Softcopy, South Africa
- Roger Steadman, Chairman Ipsos SSA, Kenya
- Valérie Morrisson, Managing Director, CESP, France

PAMRO members will pay R4125 (US\$380) for the conference which includes three days of lunches and dinners and airport transfers while non-members will pay R5325.00 (US\$500) for the same package.

For more information, go to pamro.org.

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