All set for PAMRO All Africa Media Research Conference

The 14th PAMRO All Africa Media Research Conference, under the theme "From Local to Global: Media Research in a Developing World", will take place from 26-29 August 2012 in Munyonyo, Lake Victoria, Uganda at the Speke Resort & Conference Centre.

Presentations will address a wide range of subjects such as television audience research methodologies, as well as the measurement and status of radio, print, internet and outdoor in Africa. Updates on media audience research activities from countries from all parts of Africa and the rest of the world will be given.

Agenda

The conference will start on Sunday, 26 August with registration late afternoon followed by welcome dinner. Registration will continue on Monday 27 August (full-day conference). Tuesday 28 August (half-day conference followed by a trip to Kampala; a sundowner cruise and then ending the night off with a Ugandan dinner). Wednesday 29 August (half-day conference).

Speakers

Speakers from Ghana, Kenya, Nigeria, Switzerland, the UK, Singapore and South Africa have been secured so far.

They are:

- Adelaide McKelvey, executive director at Continental Outdoor Media, South Africa
- Amelia Richards, client service director: Media from Ask Afrika (Pty) Ltd, South Africa
- Andrzej Suski, regional head of Media Solutions of Millward Brown Africa and Middle East, South Africa
- Angy Hammond, head: Market Intelligence at the SABC, South Africa
- Anthony Njoroge, media insights manager, Ipsos, Ghana
- Brad Aigner, founder of Freshly Ground Insights, South Africa

- Brenda Wortley, director: Strategy & Research at DStv Media Sales, South Africa
- Chris Maroleng, Africa editor: Head of Department, eNews Africa, South Africa
- Craig Johnson, managing director: Media and Candice Ulrich, head: TV Panel and Data Integrity, Nielsen South Africa
- Godfrey Mutabazi, executive director, Uganda Communications Commission, Uganda
- James Fergusson, global head TNS, Connect (Digital and Technology), TNS, Singapore
- Jennie Beck, global director, Kantar Media Custom, UK
- Joe Otin, Media CT director, Ipsos Synovate Pan-Africa, Kenya
- Judy Kairo, integrated marketing communications manager, Coca-Cola Central East & West Africa Business Unit, Kenya
- Keld Nielsen, global business development director and Laurence Chausson, international marketing director, Kantar Media Audiences, UK
- Mike Broom, CEO, Panel Services Africa, South Africa and Grahame Tomes, director/partner, Africa Responds Clearly Media Holdings, South Africa
- Oresti Patricios, CEO, Ornicogroup, South Africa
- Peter Masson, partner, Bucknull & Masson, UK/Belgium
- Romi Hofer, manager of Global Business Development, TV, GfK, Switzerland
- Soumya Saklani, MD, Millward Brown West Africa, Ghana; Adebisi Idowu, Director, Pricing & Research and Yemisi Osineye, Market Research Manager, Etisalat, Nigeria
- Tom Mzungu, audience research manager, Ipsos Synovate, Kenya
- Vivien Marles, managing director, InterMedia Africa, Kenya
- Will Green, CEO, Apurimac Media, South Africa

Sponsors of the event include: Ask Afrika, DStv Media Sales, eNews Channel (e.sat.tv), e.tv, Ipsos Kenya, Ipsos Uganda, Kantar Media Audiences, Nielsen South Africa, Ornicogroup, Plus 94 Research and South African Audience Research Foundation.

For more, go to www.pamro.org.

For more, visit: https://www.bizcommunity.com