

APO unveils Language Search Tool

To help PR professionals plan their press release distribution and PR activities in Africa, APO (African Press Organisation) has released a Language Search Tool, which includes all 54 African countries. The Language Search Tool will reportedly show users which languages are spoken in the areas they are targeting for their press release or other public relations activities in Africa.



16 African countries have two or more official languages and the choice of language for PR activities can directly affect an organisation's return on investment (ROI).

"Language is a crucial factor when planning press release distribution or another PR activity in Africa. If you want the African media houses to spread your message, it is common courtesy to provide content in their working language or languages. Don't expect them to spend time and money translating content provided the wrong language," said Nicolas Pompigne-Mognard, Founder and CEO of APO.

For more, go to www.apo-opa.com.