

## 2010 PAMRO meeting heads for Botswana

The 12th PAMRO meeting and All Africa Media Research Conference will take place from 22 - 24 August 2010 in Gaborone, Botswana at the Grand Palm. Updates on media audience research activities from countries from all parts of Africa will be provided.



Presentations will address subjects such as television audience research methodologies, as well as the measurement and status of radio, print, internet and outdoor in Africa. Experts will look at what the future prospects for media, segmentation tools and targeting.

The conference will start on Sunday, 22 August with registration followed by welcome drinks. Registration will continue on Monday, 23 August (full-day conference). Tuesday, 24 August will feature a half-day conference followed by an outing in the afternoon. Wednesday, 25 August will be a half-day conference and delegates may leave after lunch.

For information about previous conferences, go to [www.pamro.org](http://www.pamro.org).