

12th PAMRO Meeting, AAMR Conference programme announced

The 12th PAMRO Meeting and All Africa Media Research Conference will take place 22-25 August 2010 in Gaborone, Botswana. Themed 'Strong foundation amidst waves of change', the conference will start on Sunday 22 August with registration late afternoon, followed by a welcome dinner.



Registration will continue on Monday, 23 August with a full-day conference. Tuesday, 24 August is host a full-day conference including an LSM Workshop and a networking opportunity, followed by a Boma in the evening. Wednesday, 25 August will be a half-day conference so that delegates can leave after lunch.

[Download the provisional programme.](#)

Updates on media audience research activities from countries from all parts of Africa will be provided and this will be complemented by a comprehensive summary of media research in member countries which will be supplied on CD to all attendees.

Presentations will address subjects such as the change to Digital Terrestrial Television (DTT), a report on audience measurement during the 2010 FIFA World Cup, media research lessons gained in Botswana and Angola over the past number of years and issues arising from doing online research in Nigeria.

In addition, interesting new view points will be explored such as the idea of priority modelling as a more effective predictive tool than actual behaviour, and how diary data has changed the media industry in Ghana specifically with regards to media buying.

Speakers that will present are from Angola, Botswana, Ghana, Kenya, Nigeria, South Africa and the UK.

They include:

- Candice Ulrich, research and panel manager, AGBNielsen, South Africa
- Cecilia Patterson, MTC Marketing Research Solutions, Botswana
- Filipa Oliveira, MD, Markttest Angola
- Keld Nielsen, global business development director, TNS Media Research, United Kingdom
- Liz Pillay, media manager Africa, Starcom Worldwide Africa
- Margit Cleveland, director, Infinite Insight Ltd., Nigeria
- Patson Gasura, managing consultant, Topline Research Solutions, South Africa
- Razaaque Animashaun, MD, Business Interactive consulting

- Sharon Penhallrick, chairperson of the NEPAD Business Forum Media and Communications Sector and MD, Telmar SPC
- Sifiso Falala, CEO, Plus 94 Research, South Africa
- Vivien Marles, research director, (Pan Africa) Synovate

The complete programme will follow next week.

For information about previous conferences, log onto www.pamro.org.

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