



### **Save the date for PAMRO 2017**

Save the date for next year's edition of the Pan African Market Research (PAMRO) conference, which will be held from the 27th to the 30th August 2017, at the Vineyard Hotel in Newlands, Cape Town.

The theme for the 18<sup>th</sup> annual PAMRO conference is, 'Content is King, and he is one of us' – a 360° view of media research and measurement to drive relevance, creativity and innovation in advertising and media planning, now and in future. In line with this, all the disciplines in the marketing and media sector are invited to participate: creative, digital, research, media planning, media sales, public relations and content producers.

"In today's world, communications must be 360° and that means all the different disciplines must merge. This is a conference for all these disciplines to understand the African communications industry," says Oresti Patricios, board member of PAMRO and CEO of Ornico.

"Media research provides critical insight into local consumers and how best to reach them, in a globally connected world. It can guide a company in successfully reaching target audiences, and reveal strengths and weaknesses in various media platforms. Media research gives brand owners the insights into how to best serve communities and to create seamless continental brand messaging and content through regionally targeted marketing campaigns. As such, harmonising media research across Africa could be a step towards the stimulation of greater intra-African trade," he continues.

PAMRO is dedicated to furthering this project, believing that harmonising media research across Africa will build greater confidence in the research available. Having research that is consistent, accurate and reliable, and that can be understood across borders, makes it that bit easier - and therefore more attractive - for brands to invest in African countries.

**Event details:** 18<sup>th</sup> Annual PAMRO All Africa Media Research Conference

**Date:** 27th to the 30th August 2017

**Venue:** Vineyard Hotel, Newlands, Cape Town

Delegates should book accommodation directly with the Vineyard Hotel: Be sure to tell them you are attending the PAMRO conference as you will qualify for the discounted room rates. Clearly indicate that you are booking as part of the PAMRO 2017 group.

**Theme:** *'Content is king, and he is one of us'* - A 360° view of media research and measurement to drive relevance, creativity and innovation in advertising and media planning, now and into the future.

**Cost to attend the conference:**

- For PAMRO members: R6500 (\$460)  
Register and pay before 28 February 2017 to take advantage of the early bird special at R6000 (\$ 430)
- Non PAMRO members pay R7600 (\$ 540)  
The early bird special (registered and paid before 28 February 2017) is R 7000 (\$500)

The 'call for papers' will open in February 2017.

PAMRO's objective is to create a forum for industry organisations, media research providers, media owners, marketers and advertising agencies in different African countries to exchange knowledge and to learn from one-another's successes and failures. It also aims to ensure the highest quality and to harmonise research methodologies, so that eventually a continental media research database will exist. The latter will make Africa the world leader in providing a research database for the growing number of global media owners, marketers and agencies.

PAMRO includes the Indian Ocean Islands in all its activities and underwrites the rules of market research bodies such as those of the World Organization for Research Professionals (ESOMAR).

**To book accommodation** delegates can either phone the Vineyard Hotel on (021) 657 45900, ask for reservations and quote PAMRO 2017, or email: [chantal@vineyard.co.za](mailto:chantal@vineyard.co.za) .

For further information visit [www.pamro.org](http://www.pamro.org)

Please follow PAMRO on social media to get updates about the 18<sup>th</sup> PAMRO All Media Research Conference. [Click here](#) to like us on Facebook. Twitter handle: [@pamro\\_org](https://twitter.com/pamro_org)