

# Press release

Johannesburg, 2 June 2017

## Limited spaces available for the 18<sup>th</sup> PAMRO All Africa Media Research Conference

The 18th annual PAMRO conference will take place from 27-30 August 2017 at the Vineyard Hotel in Cape Town, South Africa. It will address the theme 'Content is King, and he is one of us'. This year, only a limited number of spaces are available for delegates, so it is imperative to book early to avoid disappointment.

The PAMRO conference provides an excellent opportunity to get to grips with the latest developments around media research from across Africa, while building relationships with industry figures from across the continent and beyond – in a luxurious setting. The [Vineyard Hotel](#) is an exceptional venue with world class conference facilities located in Newlands, Cape Town. At the event delegates will be able to network, exchange ideas and discuss findings presented by leading local and international speakers – while enjoying award winning cuisine and vintage wines in beautiful surroundings.

Special room rates are available for PAMRO delegates until the end of June, so delegates should reserve rooms before then, to take advantage of discounted rates for the Vineyard Hotel.

## Testimonials

"PAMRO is inspiring! Great sessions and new perspectives. The place to learn where African media is moving. Venues and social activities are the best I've seen anywhere." Robert Ruud, Media measurement auditor, 3M3A.com.

"Presenting at PAMRO for the first time was a great experience. Sharing our thoughts, knowledge and innovation with a truly broad African audience was a delight. PAMRO offers a great networking opportunity and helps keep one abreast of the latest developments and challenges faced in the African media research landscape. Whether it's to observe, participate or learn, the PAMRO conference is a great event." Peter Searll, Managing Partner, Dashboard Marketing Intelligence.

## About PAMRO

PAMRO (Pan African Media Research Organisation) seeks 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, to ensure the highest quality and to harmonise our research methodologies, thereby leading to a continental media research database.

PAMRO would like to thank the following sponsors, who have already committed their support to this year's conference: Nielsen, DSTV Media Sales, Ornicco and Kantar.

## Contact details

To register as a delegate at the conference and to book accommodation, to join PAMRO, or for more information, please visit: <http://pamro.org/upcoming-events/18th-pamro-conference-27st-august-to-30th-august-2017-vineyard-hotel-cape-town-south-africa/>

Please follow PAMRO on social media to get updates about the 18th PAMRO All Media Research Conference. Click here to like us on Facebook. Twitter handle: @pamro\_org

**Full links:**

<https://www.vineyard.co.za/>

<http://pamro.org/>

**ENDS**



**About PAMRO**

*Pan African Media Research Organisation's (PAMRO) mission is to create a uniform research infrastructure for African countries, and to use the same measuring and target marketing methods so that results of different countries can be compared validly.*

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