

Press release

Johannesburg, 21 August 2017

Riaan Manser, adventurer and explorer, kicks off the 18th annual PAMRO conference

The media industry finds itself in uncharted territory, caught between what has worked traditionally and trying to keep pace with sophisticated and fast-changing technology, measurement standards and regulations. Our readers, viewers and listeners are distracted and impossible to pin down for longer than a few seconds. And, it's hard to know whether disruption, corruption, consumption or confusion is leading the way in a world that is at constant sea change.

Enter, Riaan Manser, adventurer, explorer and master of world firsts. Riaan will give the opening address for the 18th annual PAMRO conference at 6pm on Sunday 27 August 2017.

For the past 15 years, Riaan has re-written the definition of tenacity and become the epitome of courage and determination. He rose to prominence by completing four unparalleled world firsts; cycling around the perimeter of the African continent, circumnavigation of Madagascar by single kayak, circumnavigation of Iceland with a handicapped partner in a double kayak and rowing from mainland Africa to mainland North America in seven-meter ocean rowing boat with his then girlfriend, Vasti. In 2016, after marrying, the pair decided to set new a standard for the term honeymoon. They embarked on a history-making Pacific Ocean row, breaking the world record for fastest row in history from California to Hawaii, a record previously held by a 4-man team. Riaan will be giving away four spot prizes of his book *Around Africa on my Bicycle* on the night.

If you'd like to find out more about this consummate explorer you can catch his documentary about his Guinness World Record row from California to Hawaii on the Discovery Channel in October.

Riaan's talk charts the way forward for the rest of the conference, which covers a diverse range of topics spanning local and international spheres of interest which pose dynamic, challenging and inspiring ideas for the continued growth and excellence of our industries.

The 18th PAMRO a conference takes place from 27 to 30 August at the Vineyard Hotel in Cape Town.

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](#)

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.

www.pamro.org

Facebook: <https://www.facebook.com/PAMRO-150093898734941/>

Twitter: @pamro_org

Issued by Stone Soup PR on behalf of PAMRO

Lisa Johnston

lisa@stonesoup.co.za