

PR-Net to discuss affordable mobile research platforms

A meeting of PR-Net will take place on Tuesday, 19 August 2014 when Amanda Reekie, Founding Director of ovatoyou and ImagineNATION Alliance, speaks about how the PR industry can use affordable mobile research platforms to test shifts in sentiment and reputation and, more essentially, as a tool to confirm the efficacy of PR efforts and prove ROI.



This follows the success of ovatoyou's mobile study of South African bloggers. The 5.30pm meeting will be hosted by Sir Lowry Road, Woodstock eatery La Bottega dello Spuntino.

For more, go to www.pr-net.co.za.

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