

Booking opens for PAMRO conference in Cameroon

Registration for the 6th Pan African Media Research Organisation (PAMRO) conference and AGM in Cameroon, end-August, has opened on its website at www.pamro.org, which holds full details including the agenda.

Piet Smit, chief technical officer of the South African Advertising Research Foundation (SAARF) and vice president of PAMRO said, "This year's conference will be held in Douala, the commercial center of Cameroon, West Africa, from the evening of Sunday 29 August, ending with a breakfast checkout on Wednesday 1 September. The theme of this year's event is 'Breaking new ground'. As part of the celebrations of our 5th anniversary, we will review the achievements of the past five years against objectives and set new targets for the coming five. The PAMRO website is now ready to receive conference registrations and hotel bookings."

Professor Carel van Aardt from the Bureau of Market Research (BMR) at the University of South Africa will deliver the keynote address, 'Potential effect of HIV/AIDS on the African population'. The BMR institute has for many years provided demographic estimates for SAARF.

Conference registration fees are Euro 210 for members and Euro 250 for non-members, while the annual general meeting which precedes the conference will be restricted to PAMRO members only.

Founded in 1999, PAMRO has as its key objectives, the creation of a forum for industry bodies, media research providers, media owners, marketers and advertising agencies in different African countries to exchange knowledge, to learn from one another's successes and failures, to ensure the highest quality and to harmonize research methodologies so that eventually we will enjoy a continental media research database. This will make Africa the world leader in providing a research database for the growing number of global media owners, marketers and agencies. Starting with a base of only a handful of members at its founding in 1999, PAMRO now boasts a network encompassing nearly two thirds of sub-Saharan African nations, including several Francophone countries and some from The Indian Ocean Islands.

Editorial contact

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