

Leading tech agency joins AfricaCom as media partner in Africa

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DUO Marketing and Communications, a specialist B2B Tech PR and digital marketing agency, is joining this year's [AfricaCom](#) conference as a media partner.

AfricaCom is taking place from 17 to 19 November in Cape Town and the theme is innovation, transformation and leadership for a digital Africa.

"The digital economy is evolving at a rapid pace and as a digital PR consultancy servicing technology clients, we're well aware of how digital consumption is impacting our clients, their customers and partners," says Judith Middleton, CEO of DUO Marketing and Communications.

The conference brings together senior decision makers from the entire digital ecosystem who need to find ways to maximise investments, fuel innovation, drive transformation and encourage leadership for Africa to [become a digital world leader](#).

"There is a need for businesses to consider new services, revenue streams, partnerships and pricing models to future-proof their services for the digital age," she says.

Improving broadband and access across Africa, as well as profitability and sustainability in digital Africa, are some of the topics on this year's agenda.

"We're particularly looking forward to the discussions around LTE's impact on the digital landscape, what Africa's path to 5G will look like and how operators can transform their models to succeed in the digital economy," says Middleton.

AfricaCom will have more than 300 visionary speakers and the conference provides an opportunity for knowledge sharing, business networking and industry peer meetings.

"We believe technology is the continent's greatest opportunity to fast track innovation and we are fortunate to learn at an event such as this from some of the greatest minds in the industry," she says.

To find out more and to register visit: <http://africa.comworldseries.com/>

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