

PAMRO launches call for papers

The 19th PAMRO All Africa Media Research Conference theme this year is *A Billion Africans, The Billion Dollar Media Question, Media Data and Analytics for Change* .



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The conference, which takes place from 26 – 28 August 2018 at the [Radisson Blu Hotel](#) in Lagos, Nigeria, will explore a 360° view of how to effectively use media research and measurement to drive relevance, creativity and innovation in advertising and media planning—now and in the future.

PAMRO invites individuals or institutions interested in presenting findings from media audience research activities and/or relevant case studies, to contact PAMRO at .

PAMRO welcomes all original and exciting presentations regarding measurement innovation, research-on-research, best practice and business case studies from professionals engaged in the field of media research.

The calibre of papers in the past has been consistently high, with the presentation of case studies and research findings ranging from the innovative use of data to media measurement models and fake news to changing expectations in a digital world.



#Pamro2017: The reason African Lions is a critical research study for Africa

Louise Marsland 29 Aug 2017



Last year Nanzala Mwaura, director connect of Ipsos SA, was awarded Best Paper for her well-received talk on The African Middle Class, which looked into how we can define a class across 54 diverse countries on the continent.

Other highlights included an exploration by Wayne L. Hull, MD and head of Accenture Digital, into how consumer expectations are beginning to transcend traditional industry boundaries, while Leana Less, Cocoa Cola's VP for global connections and media, presented fascinating findings on the increasing importance of data for consumer marketing.

PAMRO 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 research methodologies, thereby leading to a continental media research database.

PAMRO includes the Indian Ocean Islands in all their activities and underwrites the rules of market research bodies such as those of the World Organization for Research Professionals (ESOMAR).

To register as a delegate at the conference and to book accommodation, to join PAMRO, or for more information, click [here](#).

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