

## Highlights from the Pamro Conference 2015

Joe Otin, CEO of The Collective, an interactive ad agency in Kenya, was elected President of the Pan African Media Research Organisation (Pamro) and Jennifer Daniel won the 2015 Piet Smit Achiever of the Year Award at the Pamro Conference, held in Dar es Salaam last week.

The event, which was judged to be a success, attracted more than 200 media research boffins from around the continent who came to learn about the latest in research methodologies.



Spokesperson of Pamro, Oresti Patricios, CEO of Ornico Group, South Africa, said he was delighted with the international and pan-African turnout at the Pamro conference. "The speakers were well received and it was our best conference. It was great to see Otin elected as president and he will be a real asset to our organisation."

Daniel, Regional Director of Telmar Africa/Asia Pacific, won the award for her tireless contribution to the media research industry. "Daniel has worked tirelessly for our industry and it was extremely well deserved," Patricios said.

VP of Pamro, Sifiso Falala, CEO and founder of Plus 94 Research, sponsors of the award also congratulated Daniel on her award. "We are proud that yet another worthy recipient has been added to the growing list of past winners from across the continent. The timing of her success is perfect. It comes at a time when Pamro can reflect on its past successes to which she has generously contributed and as it looks forward to seeing her leadership continue to be an asset to the organisation, as it grows from strength to strength."

"As sponsors of the award, we feel that, in Jennifer, there could not have been a more deserving recipient of this year's award. Her selfless magnanimity, epitomises the spirit of teamwork that is so evident in Pamro. Over the year, she has been a consistent source of inspiration to all those involved with the organisation."

### Conference highlights

Neil Higgs, Chief Innovation Partner of TNS, South Africa, introduced a new short pan-African measure of socio-economic status that TNS has developed following an analysis of a 20-country 32,400 respondent dataset from Afrobarometer. Higgs

outlined the development and validation of these new measures and discussed the data gleaned from the 20 participating countries. He revealed the scoring system and questions for use by Pamro members only.

Another well-received speaker was Magnus Anshelm from Sweden, who spoke about the first global launch of an online video currency, which could be used in African countries, that is experiencing rapid traction in TV-viewing via smartphones.

Daniel Cuende of SA Infometrics in Spain also made an impression with his presentation on how Out of Home (OOH) audience metric helps to sell to advertisers and media agencies. He introduced a new, more affordable audience measurement system to the audience.

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