

Pamro Africa's annual event a success

The recent Pan African Media Research Organisation (Pamro) 22nd annual three-day virtual conference was a resounding success with an average of 4,061 people attending each daily session. Delegates from as far afield as the Netherlands, UK and the USA enjoyed the speaker line-up specifically put together for the media research community across Africa



Each of the six daily sessions covered a variety of topics, with presenters representing global brands operating in Africa. "Without contest, all of the sessions were of excellent quality and the real-life case studies from the continent brought the topics to life. The theme 'finding certainty in uncertain times' was a thread throughout the three days and the newly introduced online Q&A facility was also a hit, with many delegates able to direct questions to specific presenters," said Dr Sifiso Falala, president of Pamro and CEO of Plus 94 Research.

As is tradition at all Pamro's annual conferences, the industry body organisation wrapped up with the winning papers. This year's winners were:

- The Gold award went to Carel Van Aardt, a Professor and research director at the Bureau of Market Research (BMR). He presented on the topic of 'Towards a multi-dimensional consumer segmentation tool for South Africa'.

- The Silver award to Joe Otin, CEO of The Collective Kenya, for his presentation on the topic of 'The Pandemic - A Catalyst for Digital Transformation in Africa'.

- And the Bronze award was scooped up by joint presenters, Gary Whitaker, the CEO at The Broadcast Research Council of South Africa alongside Audience Measurement Lead, at Ipsos South Africa, Hendrik Van Blerk. Their paper was titled, 'Essential Innovation'.

The feedback from delegates was unanimous, the sessions were brimmed with useable consumer behaviour insights, global media trends and strategic recommendations. "On behalf of my board, I would like to thank the presenters who worked really hard to present excellent information and relatable case studies. The numerous thought leaders and industry experts delivered flawless presentations and we look forward to what they come up with next year.

"Despite pandemic challenges, we believe we were able to deliver a meaningful online experience to delegates within the virtual space, and with any luck, next year we will resume a face-to-face event in Morocco, as planned for 2019. We hope to see you there," concluded Falala.

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