

## 2007 SAARF symposium to run over two days

SAARF's sixth Media Research Symposium will now run over two days instead of one, from Wednesday, 28 March 2007, to Friday 30 March, at Kwa Maritane Game Lodge in North West Province. The theme is "Media Research Challenges - Perspectives from Different Continents" and speakers will include Andrew Green, director of strategic insights of the UK-based ZenithOptimedia; Irena Petric, the CEO of the joint industry committee (JIC) in the Netherlands (the equivalent of SAARF); and Pete Doe, sponsored by Nielsen Media Research.

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