

RESEARCH IN DIVERSE AFRICA

AFRICA FORUM 2018

22 & 23 February Nairobi, Kenya



AMRA
African Market Research Association
Promoting Quality Market Research in Africa



in proud association with our event partners

ESOMAR
WORLD RESEARCH

MSPA
Marketing & Social Research Association

NIMRA

Nigerian Marketing
Research Association

SAMRA
Southern African Marketing Research Association
Quality Research • Quality Decisions

CALL FOR PRESENTATIONS

Deadline: 10 November

Simultaneous translation from and into English and French

The Africa Research Forum is in its 2nd edition! **It will be held in Nairobi (Kenya) on 22-23 February 2018.**

ESOMAR is delighted to support the AFRICA Forum, organised by AMRA (African Market Research Association) in partnership with MSRA (Kenya Marketing and Social Research Association), NIMRA (Nigerian Marketing Research Association) and SAMRA (Southern African Market Research Association).

The Forum will focus not only on the diversity of culture, languages and behaviours that characterise the African continent, but also on the innovative methodologies used in Africa, the role of technology (e.g. internet, mobile, etc.) in Africa and the African insights industry, and multi-country research across Africa.

Africa Forum 2018 aims to:

- Raise awareness about the positive aspects of Africa's diversity
- Increase confidence and positive predisposition towards the execution of research in Africa
- Provide best practice for research approaches and execution in Africa
- Increase volume and value of research conducted in Africa and significantly increase Africa's contribution to global research spend.

To enter your proposal please view the [TOPICS](#) and use this [SUBMISSION FORM](#).

GUIDELINES FOR SUBMITTING YOUR OUTLINE

The Programme Committee encourages submissions that focus on African diversity and local specificities. Specifically, it is expected that the programme covers a high representation of regions and that all presentations are related to the African context/reality.

In addition, the Committee would value receiving submissions that show a good mix of qual/quant case studies, corporate case studies (client alone or client/supplier co-presenting) and unique and never-before presented projects.

Outlines can be prepared in English and French!

SPONSORSHIP

Be part of the event by becoming a sponsor: Decide on a sponsorship package and let AMRA know on amra@africanmra.org – first come, first served! For sponsorship options and enquiries please visit the [Sponsorship Page](#).

You can find more details on [AMRA website](#)