

11 April 2011

## **PAMRO 2011 CONFERENCE REGISTRATION & CALL FOR PAPERS**

**13<sup>TH</sup> MEETING OF PAMRO AND ALL AFRICA MEDIA RESEARCH CONFERENCE**  
(Sun 21 August 2011 – Wed 24 August 2011)

**Le Meridien President Hotel, Dakar, Senegal**

**THEME – “Harnessing the Power of Research: Lessons from the Continent”**

The 13th PAMRO meeting and All Africa Media Research Conference will take place from **21 – 24 August 2011** in **Dakar, Senegal** at the **Le Méridien President Hotel** (<http://www.lemeridienpresidentdakar.com/>)

### **Provisional Programme:**

- Sunday, 21 August - Registration late afternoon followed by welcome drinks
- Monday, 22 August - Full day conference followed by gala dinner
- Tuesday, 23 August - Half day conference followed by an outing to Goree Island
- Wednesday, 24 August - Half day conference ending with lunch

Updates on media audience research activities from countries from all parts of Africa will be given.

Presentations will address a wide range of subjects such as Television audience research methodologies, as well as the measurement and status of Radio, Print, Internet and Outdoor in Africa.

### **Call for Papers:**

PAMRO is calling for presentation submissions for the 2011 PAMRO Conference. There is no deadline for submitting synopses and requests to speak will be handled on a first come first served basis. People interested to speak at the Conference must therefore forward their speaking proposals to PAMRO ASAP.

Speakers from Kenya, Nigeria, South Africa and the UK have already been secured and confirmation from other leading experts from across the continent is being awaited.

### **Conference Costs & Registration**

Conference costs and registration forms are attached. (Completed forms to be emailed to [Fiona@saarf.co.za](mailto:Fiona@saarf.co.za))

### **Accommodation**

Accommodation must be arranged by you, for your own account. (A booking form is attached). Form to be submitted to the hotel directly (email: [conference.dakar@lemeridien.com](mailto:conference.dakar@lemeridien.com))

### **Sponsors**

Companies interested in sponsoring any items (as per attached list) are invited to contact us.

For information about previous conferences please log onto [www.pamro.org](http://www.pamro.org) for further details.

Regards

SAARF  
PAMRO Secretariat  
Tel: +27 11 463 5340  
Fax: +27 866 353 592  
Website: [www.pamro.org](http://www.pamro.org)

## **PAMRO 2011 CONFERENCE REGISTRATION FORM**

**13<sup>TH</sup> MEETING OF PAMRO AND ALL AFRICA MEDIA RESEARCH CONFERENCE**  
(Sun 21 August 2011 – Wed 24 August 2011)

**Le Meridien President Hotel, Dakar, Senegal**

**THEME – “Harnessing the Power of Research: Lessons from the Continent”**

DELEGATE NAME (Please print): \_\_\_\_\_  
 COMPANY NAME : \_\_\_\_\_  
 POSTAL ADDRESS : \_\_\_\_\_  
 \_\_\_\_\_  
 COUNTRY : \_\_\_\_\_ CODE: \_\_\_\_\_  
 TELEPHONE NO : \_\_\_\_\_  
 FAX NUMBER : \_\_\_\_\_  
 EMAIL : \_\_\_\_\_

### **REGISTRATION FEES (Please tick appropriate boxes)**

	<b>++ PAMRO Member</b>	<b>Non PAMRO Member</b>
Full Conference (3 days includes lunches, dinners and Goree Island trip)	R3 300.00	R4 500.00
Day Delegate (Mon, 22 Aug) (Includes mid-morning/afternoon refreshments & lunch, excludes Gala Dinner) Gala Dinner = R650.00	R1 200.00 R 650.00	R1 600.00 R 650.00
Day Delegate (Tues 23 Aug) (Includes mid-morning refreshments, lunch & trip to Goree Island)	R1 100.00	R1 500.00
Day Delegate (Wed 24 Aug) (Includes mid-morning refreshments & lunch)	R1 000.00	R1 000.00
<b>TOTAL OWING</b>		

**++** To become a PAMRO member and qualify for the special rate, click on the following link:  
<http://www.pamro.org/registration.html>

Delegate's fee excludes: Accommodation, airfare, breakfast and any drinks during the conference.

Accommodation must be arranged by you, for your own account. (A booking form is attached).

Please note that the deadline date for accommodation booking is **31 July 2011** and this rate cannot be guaranteed after the deadline date. **The hotel will provide courtesy transfers to and from the airport.**

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Please sign and return completed form to Fiona at [fiona@saarf.co.za](mailto:fiona@saarf.co.za) or fax **0866 353 487**

**DEADLINE FOR CONFERENCE REGISTRATION: 12 AUGUST 2011**

Cancellations **WILL NOT** be accepted and **NO REFUNDS** will be made after 19 August 2011

## Individual Booking Form Confirmation

LE MERIDIEN PRESIDENT / Conference & Groups Reservation Dpt.

Phone: +221 33 869 69 39 / Fax: +221 33 869 69 79 /

Email: [conference.dakar@lemeridien.com](mailto:conference.dakar@lemeridien.com)

Pointe des Almadies – B.P. 8181 – DAKAR Yoff – SENEGAL

[www.lemeridien-dakar.com](http://www.lemeridien-dakar.com)

**13<sup>TH</sup> PAMRO CONFERENCE**  
**21 TO 24 AUGUST, 2011 – Hotel Le Méridien Président**

### PERSONAL INFORMATION

Title:	First Name :	Last Name :
Address:		
City :	Post / Zip Code :	Country :
Phone :	Fax :	
Email :		
Passport n° :	Issued Date :	Nationality :

### RESERVATION

Starwood Preferred Guest <input type="checkbox"/> SPG <input type="checkbox"/> GOLD <input type="checkbox"/> PLATINIUM n° :		
Arrival Date :	Exp.Arrival Time :	Flight n° / Cy :
Departure Date :	Exp.Departure Time :	Flight n° / Cy :

Hotel check-in time: 14h00 – Hotel check-out Time: 12h00.

For arrival after midnight and before 12h00 the reservation date starts one day prior the date of arrival.

For departure after 12h00 a late check-out fees will be charge (10 € per our, until 20h00). After 20h00 a full night will be charged.

**The room rates are per room, per night. VAT (18%). Buffet breakfast in our restaurant and city tax included**

Classic or Superior room single occupancy = 79,000 - F.CFA VAT included (121 Euro)

### CREDIT CARD INFORMATION (Please read the Terms & Conditions – The full stay will be charged to the credit card)

**A readable copy of both sides of the credit card has to be joined with the booking form.**

<input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> DINERS <input type="checkbox"/> X MASTERCARD n°	Master:
Expiration date MM/YEAR :	Last 3 digits on back of card :
Cardholder's Name :	
Full Amount for the entire stay' accommodation to be charged on the credit card (F.CFA) :	<b>F.CFA</b>
Cardholder's signature :	

### TERMS & CONDITIONS

Should your booking request not be confirmed back to you within 72 hours, please ensure that you contact the Reservation Contact to confirm the status of your booking.

**All reservations must be guaranteed with a credit number or a copy of the order of bank transfer.**  
**For any cancellation or reduction of the stay after checking day, the value of the entire stay's accommodation will be deducted. Booking requests are to be forwarded to the hotel before 10 August, 2011.**

Please be advised that Le Meridien President Hotel will only accept bookings received via this booking form duly completed and cannot guarantee availability of room at the room category rate indicated after August 2011.

## SPONSORSHIPS FOR PAMRO 2011

**21 - 24 AUGUST 2011 - DAKAR, SENEGAL**

The following sponsorships for the PAMRO 2010 conference are available:

		Sponsorship Amount (Sa Rand)	Sponsor
Sunday	Dinner And Drinks		
Monday	Early Morning/Mid Morning/Afternoon	10,000	
	Conference Room For Total Conference	29,000	
	Bottled Water, Mints On Conference Tables For Total Conference	15,000	
	Gala Dinner And Drinks	45,000	
	Part Sponsor For Gala Dinner	15,000	Quest
	Part Sponsor For Gala Dinner	15,000	
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	Part Sponsor For Gala Dinner	15,000	
Tuesday	Early Morning/Mid Morning/Afternoon	7,000	
	Goree Island Trip Plus Transport To/From Ferry	20,000	Loc ?
	Dinner	20,000	Loc ?
Wednesday	Early Morning/Mid Morning/Afternoon	7,000	
	Conference Folders Incl Notepad/Pen		Loc ?
	"Goody" Bag		Loc ?
	Chocolates (For Goody Bag)		
	Flash Stick (For Goody Bag)		Nielsen ?
	Other ie. Pens/Books (For Goody Bag)		Loc ?
	Gifts For Speakers		
	Gifts For Chairs		
	Country Reports On Cd		Ornico
	Pamro Admin Plus Name Tags/Lanyards		SAARF
	Piet Smit Achiever Award		Plus 94
	Program Printing/Maintenance Of Website		Synovate
	Raffle : Nokia Phone		Nokia
	Raffle - Other Prizes		
	T-Shirt/Golf Shirts		
	<b>Any Other Suggestions:</b>		

**Please note:**

1. Please work on 100 attendees
2. Where no cost is given, please get your own quote or in other cases sponsor as much as you want

**Advantages of PAMRO sponsorships:**

1. Mention in conference programme
2. Free advertisement in Conference programme
3. Verbal mention during conference wrap-up
4. Signage in conference hall (Self-standing such as wings)
5. Mention on PAMRO website plus link to sponsor's website for a 6 month period
6. One free registration for every R12 500 sponsorship