

16 FEBRUARY 2017		
07:00	Registration	
Session 1 The Business of Insights in Africa		
<i>Session Chair: Leonie Vorster (South Africa)</i>		
08:30	Welcome to Africa Forum 2017!	AMRA and SAMRA
08:45	The African Context	Guest Speaker: Berenike Ullmann, Vice-President, Consumer and Market Knowledge, Procter and Gamble IMEA (India, Middle East and Africa)
09:15	Discussion and Q&A	
09:25	Building the future insights function	Nicki Cunliffe, Kantar Vermeer (South Africa)
09:45	Proactive research and the impact on corporate decision making	Stephen Amale, RH Research, Sebastian Agato, MTN, & Ottomie Quartey, RH Research (Ghana)
10:05	Discussion and Q&A	
10:10	Networking break	
Session 2 African Research Innovations		
<i>Session Chair: Nontuthuzelo Mashaba (France)</i>		
10:40	Session Introduction	Nontuthuzelo Mashaba, ESC Rennes School of Business (France)
10:50	Africa's retail digital duplicate	Speaker to be announced, Nielsen (South Africa)
11:10	Audience based buying: What is it and why does it matter?	Samu Makhathini, Nielsen (South Africa)
11:30	Getting more from your advertising research in the digital age	Mike Broom, Marketing Science (South Africa) & Greg Ward, FlyResearch (United Kingdom)
11:50	Discussion and Q&A	
12:00	Lunch break	
Session 3 African Research Innovations (continued)		
<i>Session Chair: Jonathan Karanja (Kenya)</i>		
13:00	Session Introduction	Jonathan Karanja, Frontier Consulting (Kenya)
13:10	Technology in Africa	BrandsEye (speaker to be confirmed)
13:40	Discussion and Q&A	
13:50	Tapping into the new visual consumer language through computer vision	Chris Davies, Kantar & Clodagh Forde, The Coca Cola Company (South Africa)
14:10	Innovation in concept testing and concept ideation: Drawing on the right side of research	Pieter Rossouw & Monique Schehle, MMI (Momentum and Metropolitan) (South Africa)
14:30	Discussion and Q&A	
14:40	Networking break	
Session 4 The New Normal for Research: African Client Perspectives		
<i>Session Chair: Amr Kais (Egypt)</i>		
15:10	Session Introduction	Amr Kais, Ipsos (Egypt)
15:20	Introduction: What Clients Want (Video)	Amr Kais, Ipsos (Egypt)
15:25	Manufacturing Sector Expectations	Berenike Ullmann, Procter and Gamble (IMEA)
15:30	Services Sector Expectations	Rachael Popoola, Etisalat/Diageo (Nigeria)
15:35	Civil Society / State Expectations	Petrus de Kock, Brand South Africa (South Africa)
15:40	Discussion and Q&A	
16:10	Staying up-to-date with professional standards	Finn Raben, Director General, ESOMAR (Netherlands)
16:50	Comfort Break	
Session 5 Standards and Standardisation in the African Insights Industry		
<i>Session Chair: Phyllis Macfarlane (United Kingdom)</i>		
17:05	Session Introduction	Phyllis Macfarlane, GfK NOP (United Kingdom)
17:15	How political & opinion surveys contribute to enhance democracy in African countries: The Tunisian case	Nebil Belaam, EMRHOD Consulting (Tunisia)
17:30	The "Missing Link" that completes the Social Economic Classification in Sub-Saharan Africa	Edward Ihaji, Ipsos (Kenya)
17:45	Socio-Economic Classification in Northern Africa	Speaker to be announced
18:00	The problem of sub-samples and weighting data (or post stratification) (<i>French</i>)	Aya Mahaman Nourou, REM-Africa (Niger)
18:20	Discussion and Q&A	
18:30	Closing Remarks: Day 1	AMRA
19:00	Networking Dinner: A Taste of Jozi (Business Attire)	

17 FEBRUARY 2017		
07:30	Registration	
Session 1 Marketing the Insights Industry in Africa		
<i>Session Chair: Jonathan Karanja (Kenya)</i>		
08:30	Welcome & Overview of Day 1	AMRA
08:45	How to improve participation in research by improving the user experience	Andrew Cannon (GRBN)
09:05	The innovation of incentive	Al Ismaili, Bamba (United Kingdom)
09:25	Motivating market research participation among consumers in Africa	Amoné Redelinghuys, Columinate (South Africa)
09:45	The marketing of MR: promoting market research in African economies	Busola Akin-Olawore, Asoko Insight (Nigeria)
10:00	Discussion and Q&A	
10:10	Networking break	
Session 2 African Youth Insights		
<i>Session Chair: Paul Nnanwobu (Nigeria)</i>		
10:40	Session Introduction	Paul Nnanwobu, Random Dynamic Resources (Nigeria)
10:50	Young Africans Building the Future of Africa	Guest Speaker: Swaady Martins, Founder of Swaady Group (South Africa)
11:20	Discussion and Q&A	
11:30	The role of culture codes in the creation of a youth sub brand	Milcah Asamba, Kantar TNS, Victor Ikawa, Safaricom, Andrew Riungu, Safaricom, & Sergey Shekhetov, Kantar East Africa (Kenya)
11:50	Reaping from millennial generation: now and beyond	Nzesei Mutua, Infotrak Research & Consulting (South Africa)
12:10	Discussion and Q&A	
12:20	Lunch break	
Session 3 African Youth Insights (continued)		
<i>Session Chair: Paul Nnanwobu (Nigeria)</i>		
13:20	Session Introduction	Paul Nnanwobu, Random Dynamic Resources (Nigeria)
13:30	An African youth perspective on what it means to prosper	Elna Pretorius & Henk Pretorius, Columinate (South Africa)
13:50	Mapping the Online Millennial: Qual Research in a #Digital Continent	Caroline Mose, Pierrine East Africa (Kenya)
14:10	I'll tell you everything - Engaging young people in an African urban slum on HIV, Perceptions of Risk, Resilience and Dignity	Jani de Kock, First Person (South Africa) & Gary Jones, James Cook University (Kenya)
14:30	Discussion and Q&A	
14:40	Networking break	
Session 4 African Research Innovations		
<i>Session Chair: Phyllis Macfarlane (United Kingdom)</i>		
15:10	Session Introduction	Phyllis Macfarlane, GfK NOP (United Kingdom)
15:20	Don't say a word - Intercultural consumer understanding through non-verbal techniques	Christiane Schmitz-Trebeljahr, The Lifesights Company (Germany)
15:40	Six degrees of separation: Mapping Somalia through social networks	Maia Blume (Somalia) & Juuso Miettunen (Kenya), Forcier Consulting
16:00	Material culture and photojournalism: New methods for rich insight in remote areas	Sidi Lemine, BAMB (United Kingdom)
16:20	Discussion and Q&A	
16:30	African Storytelling Inspiration	Guest Speaker: Dr Gcina Mhlophe, Poet and Storyteller (South Africa)
17:00	Closing Remarks: Day 2	AMRA
19:00	Awards Dinner (Formal Dress)	