

AFRICA FORUM 2018

**'RESEARCH IN DIVERSE AFRICA'
 Nairobi, 22-23 February 2018**

DAY 1 - 22 FEBRUARY 2018		
07:30	Registration and morning tea	
08:00	AMRA Africa Forum 2018 Opening	AMRA & MSRA
08:30	CHIEF GUEST	Polycarp Igathe
09:00	Q&A	
Day 1 - Session 1 – DIVERSITY IS AN OPPORTUNITY!		
<i>Session Chair: Jonathan Karanja (Kenya)</i>		
9:10	Session Introduction	
9:15	Unveiling opportunities: Aligning diversity, threat and opportunity in the context of Africa today	Charles Obi (Nielsen Nigeria)
9:35	Exploring new trends: Culinary diversity in Africa	Mary Mwanthi & Ruth Mungai (IPSOS, Kenya)
9:55	Appealing to Consumers in the Rainbow Nation (South Africa)	Geetika Singh (GFK India)
10:10	Discussion and Q&A	
10:20	Networking break – TEA	
Day 1 - Session 1 – continued..... COUNTRY FOCUS		
10:40	Congo : Faire des affaires dans une Afrique diversifiée Congo: Doing Business in a diversified Africa	Serge Mumbu (Target Sarl Congo)
10:50	Mauritius: The layer of complexity under the sea, sand and sun	Salma Chapman (DCDM Mauritius)
11:00	GUEST SPEAKER: Ethiopia: 90 million Reasons Why	Efera Busa (Waas International)
11:10	Discussion and Q&A	
11:20	Energy Booster Break	
Day 1 - Session 2 - MULTI-COUNTRY SURVEYS ACROSS AFRICA		
<i>Session Chair: Serbe Mumbu (Congo)</i>		
11:25	Session Introduction	
11:30	Managing multi-country surveys across Africa	Josiah Omon Ebhomenye & Ibhade Inegbenekalo (Market Trends Nigeria)
11:45	Multi country surveys: Predicting the future through consistency and connection	Susannah Patton, Astrid Ricketts & Rachael Popoola (Kantar, Guinness Nigeria-Diageo))

12:00	Different realities: Research in Africa with international partners	Jean Moolman (Ask Africa South Africa)
12:15	CLIENT GUEST SPEAKER: Light beyond the grid	Arthur Itotia (Lighting Africa / World Bank)
12:30	Discussion and Q&A	
12:40	Networking break – LUNCH	
Day 1 - Session 3 : CULTURAL DIVERSITY AND THE CHALLENGE OF QUALITATIVE RESEARCH IN AFRICA		
Session Chair: Jane Nzomo (Kenya)		
14:00	Session Introduction	
14:05	The Last Research Frontier: Doing Qualitative Research in Africa	Sergey Shykhov (Kantar Kenya)
14:20	La diversité culturelle et les défis des études qualitatives: Congo Cultural diversity and qualitative research challenges in Congo	Serge Mumbu & Arlette Leumbou (Target Sarl Congo)
14:35	Understanding Africa from within	Joseph Ogeto (Global Research Insights Kenya)
14:50	Monte le sens, L'apport de la sémiotique dans les études qualitatives The contribution of semiotics in qualitative research	Jean Marc Zeller (Kalao Etudes France)
15:05	The Future of Market and Social Research is Qualitative: A report on a pilot of a new training approach: Online coaching for practicing qualitative researchers	Phyllis Macfarlane & Sonia Whitehead (ESOMAR Foundation and BBC Media Action UK)
15:20	Discussion and Q&A	
15:35	Networking break – TEA	
Day 1 - Session 4 - CELEBRATING THE DIVERSITY OF YOUTH		
Session Chair: Paul Nnanwobu (Nigeria)		
15:55	Session Introduction	
16:00	KEYNOTE SPEAKER: Damn if you do! Damn if you don't!	Angela Mwirigi (KCB Kenya)
16:20	The Mask Slips: Millennials Uncovered	Emil Brune & Nic Long (African Grey UK)
16:30	Understanding the African Millennials: A Misunderstood Generation	John Paul Murunga & Njeri Wangari (Geopoll Kenya)
16:40	Jeunes d'Afrique, égéries de la diversité africaine ! Young people from Africa, muses of African diversity!	Ndeye Diagne & Valéry Martin (Kantar Cote d'Ivoire)
16:50	CLIENT GUEST SPEAKER: Client Experience on Reaching the African Millennial	TBC
17:05	Open Panel Discussion	
17:35	Closing Remarks day 1	AMRA
18:40	OPEN NETWORKING	
END OF DAY 1		



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DAY 2 - 23 FEBRUARY 2018		
Day 2 - Session 1 – DIVERSITY AND INNOVATION RESEARCH		
Session Chair: Nebil Belaam (Tunisia)		
08:25	Session Introduction	
08:30	Diversity and innovative research: A Predictive Modeling of High-Touch versus High-Tech Service in Nigerian Banking	Seun Ajayi (Sterling Business Research Nigeria)
08:50	Success Factors / Steps to get into the shopping basket of the African consumer	Harsh Sarda & Catherine Burton (IPSOS South Africa)
09:10	Where have all the cowboys gone? Availability and respondent diversity in sub-Saharan	Jonathan Forney, Natalie Forcier & Eero Wahlstedt (Forcier USA)
09:30	CLIENT GUEST SPEAKER:	TBC
09:50	Discussion and Q&A	
10:00	Networking break – TEA	
Day 2 - Session 2 - DIVERSITY OF OPINIONS IN AFRICA		
Session Chair: Phyllis Macfarlane (UK)		
10:20	Session Introduction	
10:25	CLIENT GUEST SPEAKER: Politics and brands	Dr. Victor Ikawa (Safaricom Kenya)
10:50	Sentiment Analysis in Diverse Nigeria - An Application of Natural Language Processing	Efe Orikpete (Pollit analytics Nigeria)
11:10	Les Sondages d'Opinion dans le Processus Démocratique en Afrique Opinion Polls in the Democratic Process in Africa.	Nebil Belaam (EMRHOD Consulting Tunisia)
11:30	GUEST SPEAKER: African Opinion Trends in a Global Context	Doug Miller (GlobeScan / WAPOR Canada), Claire Durand (WAPOR / Université de Montréal Canada)
11:50	Discussion and Q&A	
12:00	Networking break – LUNCH	

Day 2 - Session 3 - DOING BUSINESS IN DIVERSE AFRICA		
Session Chair: Ireneus Gundona (Ghana)		
Panel discussion - 'WHAT KEEPS CLIENTS AWAKE ?'		
13:15	Session Introduction:	
13:20	Client 1:	TBC
13:25	Client 2:	TBC
13:30	Client 3:	TBC
13:35	Client 4:	TBC
13:40	Panel Discussion	
14:10	Session Summary	
14:15	Networking break – TEA	
Day 2 - Session 4 - DIVERSITY AND NEW TECHNOLOGY		
Session Chair: Nontuthuzelo Mashaba (South Africa)		
14:35	Session Introduction	
14:40	Online research panel incentivization in Africa using a decentralized, cross-border digital currency: BITCOIN	Michel Katuta (Afri-Torch Digital South Africa)
14:55	10 Tinder Dates in a Week!? In a World of Social, Our Recruits Are ALREADY in the Palm of Our Hand.	Tory Gentes (The Palmerston Group USA)
15:10	Man vs machine: An African experiment	Remon Geyser & Jani de Kock (delvv.io, First Person South Africa)
15:25	Big Data vs Marketing Research	Francis Boussougouth (Softconcept Africa Cote d'Ivoire)
15:40	Discussion & Q&A	
15:50	Energy Booster Break	
15:55	KEYNOTE SPEAKER	TBC
16:15	Discussion & Q&A	
16:20	Closing remarks	AMRA
16:30	Forum closed.	
17:30	AMRA AFRICA FORUM 2018 GALA DINNER	