

AFRICA FORUM 2019

**‘BUILDING TOMORROW: AFRICA LEADING
 Lagos, 16-17 April 2019**

DAY 1 - 16 APRIL 2019		
07:30	Registration and morning tea	
08:00	AMRA Africa Forum 2019 Opening	AMRA & NIMRA
	Official Welcome Guest Speaker	Mr. Hakeem Fahm (Lagos State Honorable Commissioner for Science and Technology, Nigeria)
Day 1 - Session 1 – MAKING RESEARCH THE KEY TO AFRICA LEADERSHIP – Cultural trends, storytelling, leadership		
Session Chair: Joy Uyanwune (Nigeria)		
08:30	Session Introduction	
08:35	Cultural (R)Evolution: TODAY, Inspiration is African	Ndeye Diagne (Kantar, Ivory Coast)
08:55	Storytelling, pivotal in understanding community needs	Caroline Matiko (Gmaurich Insights, Kenya)
09:15	“Fishing where the fish are” – Using segmentation of consumer choice drives in the moment of consumption to grow Diageo	Rachael Popoola (Diageo, Nigeria), Andrew Stubbings (Diageo, UK)
09:35	Discussion and Q&A	
09:45	Networking break – TEA	
10:05	Introduction to the Keynote	Jane Nzomo (Kenya)
10:10	Keynote	Stacey Grant, Consumer and Market Insights Director for Africa (Unilever, South Africa)
10:40	Q&A	
Day 1 - Session 2 - BUILDING TOMORROW’S MARKET RESEARCH BUSINESS - Building and strengthening brands		
Session Chair: Jane Nzomo (Kenya)		
10:50	Session Introduction	
10:55	MROCKing the Boat – Experiences in virtual focus group discussions via mobile phone in Nigeria and elsewhere in Africa	Solum Adoi-Elaiwu(GeoPoll, Nigeria), Bukola Sowumni (Unilever, Ghana-Nigeria)
11:15	Beyond Tradition: Blazing New Route-maps for Insights in 21st century African markets	Moowa Masani (Reach Consumer Insights, South Africa)
11:35	From discovery of White Spaces to new Local Brands: Walia - a local Ethiopian beer brand on the rise	Geertrui Vannopen (Ipsos, Belgium)
11:55	Discussion and Q&A	
12:05	MSPA News	MSPA
12:15	Networking break – LUNCH	
Day 1 - Session 3 - BUILDING TOMORROW’S MARKET RESEARCH BUSINESS – The business of opinion polls		
Session Chair: Paul Nnanwobu (Nigeria)		

13:30	Session Introduction	
13:35	DR Congo: A Yes/No political polls country	Serge Mumbu, Arlette Leumbou (Target Sarl, DR Congo)
13:55	Panel Discussion: Charting a new course and agenda for conducting and reporting opinion polls in Africa	Panelists tbc
14:15	General Discussion	
14:30	Networking break – TEA	
Day 1 - Session 4 - MAKING RESEARCH THE KEY TO AFRICA LEADERSHIP – Social Research		
Session Chair: Jonathan Karanja (Kenya)		
14:50	Session Introduction	
14:55	Aid vs Need – The disconnect – The case of DRC rural minefields & Health systems	Claude Leumba Elukesu (Global Research Insights Sarl, DR Congo)
15:15	An investigation into the Lagosian pre-natal and post-natal lifestyle: Implications and lessons learned	Busola Akin-Olawore (Versa Research, Nigeria)
15:35	Responding to emergencies through Data – The case of Ebola outbreak in Sierra Leone, Liberia and Guinea	Joseph Ogeto (Global Research Insights, Kenya)
15:55	General Discussion	
16:00	Introduction to the Keynote	
16:05	Keynote	
16:35	Q&A	
16:40	Closing Remarks day 1	AMRA
18:40	OPEN NETWORKING	
END OF DAY 1		

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DAY 2 - 17 APRIL 2019		
Day 2 - Session 1 – BUILDING TOMORROW’S AFRICAN YOUTH		
Session Chair: Philip Adekunle (USA/Nigeria)		
08:45	Session Introduction	
08:50	Social media first: leveraging technology/digital platforms to strengthen the political participation of young men and women in Nigeria	Anu Mohammed (BBC Media Action, Nigeria)
09:10	Understanding youth unemployment	Jasper Grosskurth (Dalberg Research, Kenya)
09:30	Congolese youths: A typical case of an un-moduled clay in Africa	Arlette Leumbou (Target Sarl, DR Congo)
09:50	Discussion and Q&A	
Day 2 - Session 2 - BUILDING TOMORROW’S TRAINING – Innovation, methodologies, tools, techniques ... How to ...		
Session Chair: Serge Mumbu (DR Congo)		
10:00	Session Introduction	
10:05	Future-proofing data quality by using AI (Artificial Intelligence) / Machine learning techniques	Dhamendra Jain (Kantar, Kenya)
10:25	Bringing market research training to life with a novel, interactive simulation	Michael Roe (Microlaunch, UK)
10:45	Discussion and Q&A	
10:55	Networking break – TEA	
11:15	Masterclass: Inspiration! Impact! Glamour! Defining a new expression of value for market research with visual storytelling and graphic design	Astrid Ricketts (Kantar Africa Insight, UK)
12:00	ESOMAR News	Anne-Sophie Damelincourt (ESOMAR)
12:10	Networking break – LUNCH	
Day 2 - Session 3 - THE CLIENT PANEL - Trends & opportunities for growing your business		
Session Chair: Ireneus Gundona (Ghana)		
13:25	Panel Discussion	Panelists tbc
14:10	Networking break - TEA	
Day 2 - Session 4 - AFRICA LEADING – SETTING THE AFRICA MARKET RESEARCH AGENDA		
Session Chair: Jane Nzomo (Kenya)		
14:30	Session Introduction	
14:35	Understanding the African consumer wallet in a market of complexities	Samuel Kamande Wambui (mSurvey, Kenya), Cyntia

		Wangari Kiai (Safaricom, Kenya)
14.55	Q&A	
15:00	Panel Discussion Data Privacy: Data protection should stand at the forefront of our profession – how do we handle it?	Panelists tbc
15:55	Introduction to the Keynote	
16:00	Keynote	Dr. Jack Mbom (Transformational Leadership Expert, Nigeria)
16:30	Q&A	
16:40	Closing remarks	AMRA
17:00	Forum closed.	