



The 5th Annual MSRA Conference - New Trends in Market Research



Post Conference Report

Held on 20th June 2013 at the Laico Regency Hotel, Nairobi.

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ESOMAR



“The client panel is very important and should be continued in the future”

A selection of delegate comments

“The theme was properly timed and was informative.”

“Congratulations on creating an excellent conference! I thought it was very worthwhile.”

“ This was done really well.”

“Topics that really interested me were Emerging middle class, Media monitoring in a digital age, Mobile phone use at the BOP and Another use of your cell phone.”

“It was interesting to see the client’s feedback on the limits we have imposed on ourselves!”

“The conference was relevant to where we are today and where we are going and the client involvement in the conference was very good.”

“I do plan on going next year... very well worth the time and money.”

“The PA system should be improved next time ”

“The speakers were many, allow more time for interaction next time”

“The time keeper was really good.”



COMPANIES SPEAKING INCLUDED...

DICK OMONDI

Head of Communications and PR, Airtel Kenya.

TIMOTHY CHEGE

Timothy Chege, Regional Managing Director for Adcock Ingram E.A.

HIGH QUALITY SPEAKERS

MSRA Aims to continue its policy of inviting and accepting only the industry leading speakers, discussing the most current and cutting edge topics..

2013 Speakers

Jonathan Karanja - Nielsen Kenya and current MSRA Chair

Jasper Grosskurth - Resaerch Solutions and current MSRA Secretary

Boniface Ngahu - SBO Research and current MSRA Treasurer

Jane Nzomo - Consumer Options

Dick Omondi - Airtel Kenya

Anish Keshav - Nielsen Kenya

Walter Nyabundi - Strategic PR

Julius Maoga - TNS RMS

Mary Kemunto - Millward Brown

Tom Mzungu - IPSOS Synovate

Ruth Kariuki - IPSOS Synovate

Shaban Muhadia - Strategic PR

Janet Ragui - Strategic PR

James Macharia - Strategic PR

Daniel Ogechi - Strategic PR

Jacqueline Kamau - Win Win

Margit Cleveland - Infinite Insight and current ESOMAR Representative

Jane Delorie - Infinite Insight

Tim Chege - Adcock Ingram

Geoffrey Kimani - TNS

Angela Crandall - IHUB

Ian Kirumba - Coca Cola

Koen Morshuis - Heineken

2013 SPONSORS

We wish to extend our sincere appreciation to the all sponsors for their generous contributions that went a long way in ensuring the success of our conference. MSRA aims at ensuring that sponsors get improved benefits in terms of exhibition stands and a bigger venue will stage the next MSRA Conference in 2014.

Sponsors: - Consumer Options, ESOMAR, Ipsos Synovate, Millward Brown, Nielsen Kenya Ltd, TNS - RMS, Quadz Consulting Ltd, Strategic PR and SBO Research Ltd.

2013 ATTENDANCE

The 2013 conference attracted an average of 112 delegates for both the morning and afternoon session. This represents an improvement from the previous years as we were able to maintain this number throughout the day and we hope to continue to grow for the 2014 MSRA Conference.

2013 Audience...

The 2013 event attracted delegates from: -

The research industry.

Nielsen Kenya Ltd, Consumer Options, Consumer Insight, Infotrak Research Ltd, IPSOS Synovate, Strategic PR, SBO Research, Infinite Insight, Evolution Africa, Millward Brown EA Ltd, GFK Retail & Technology E.A, TNS-RMS, Quadz Consulting Ltd, Research Solutions Africa., Digital Divide Ltd.

ESOMAR representative.

The Consumers of research.

Coca Cola, Heineken, BAT, Telkom Orange Kenya.

Research Students.

University of Nairobi students (Masters in Market Research)

Other Stake holders.

Marketing Africa.





Daniel Ogechi and Janet Ragui (Strategic Research) receive the best paper award from Jane Nzomo (Director Consumer Options & MSRA Board Member)

MSRA Conference Awards 2013...

The MSRA awards the best presenter and best papers during the conference dinner/cocktail. The 2014 awards will be held during the conference dinner/cocktail.

By sponsoring the Awards you will be recognized as one of the sponsors on the sponsors list. As a sponsor you will also be associated with a promotion that rewards and recognises people and process in industry creating positive affirmative marketing.

Full coverage of the awards and will be included in the MSRA newsletter and website.

2013 WINNERS:

Best Paper Award | Technology-The Driver of Market Research by Daniel Ogechi and Jane Ragui from Strategic Research

Best Presenter Award | Technology-The Driver of Market Research by Daniel Ogechi and Jane Ragui from Strategic Research

To become a member of MSRA or to access the 2013 conference presentations and photo gallery, visit www.msra.or.ke



2013 Photo Gallery ...



VIEW MORE PHOTOS

To view more photos click the link below.

<http://www.msra.or.ke/gallery.asp?f=2>

