

The Future of Media in Africa

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Meltwater Africa to host a business lunch on The Future of Media in Africa.



The way in which we connect with one another, as well as with the rest of the world, is changing at breakneck speeds. Nowhere is this more apparent than in Africa, where newfound internet access is challenging the status quo in everything from agriculture to healthcare. As a consequence of this, we as communications professionals and marketers are now faced with the question:

How do I as a brand stand out in a fragmented and multi-platform world?

To begin to address this conundrum we need to understand not only the technology changing our media landscape but how to craft a digital strategy that's geared to win the shifting war for consumer attention.

In light of this, and in celebration of the launch of our Nairobi office, Meltwater invites you to join us and two of Kenya's most respected digital minds for a free Business Lunch exploring: The Future of Media in Africa.

We'll be unpacking what you as a marketer or media professionals need to know in order to be prepared for what's being termed, 'The Fourth Industrial Revolution.'

Save your seat now: <https://www.meltwater.com/za/nairobi-biz-lunch-future-of-media-in-africa/?nb>

Thursday, 20 September 2018: 20 September 2018

Time: 11am - 2pm

Venue: Radisson Blu, Upper Hill, Nairobi

Cost: Free

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