Uganda Media Expo fully booked

By Walter Wafula

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Uganda's inaugural Media Expo has attracted up to 48 firms from various sectors, demonstrating the hunger for exposure among players in Uganda's media industry. The event will be held on 23 - 24 October 2009 at the Sheraton Hotel, Kampala.

According to Moses Kakande an executive at Royalway Media, the company behind the expo, all the space that was reserved for participating companies has been taken up.

“We organised 48 stalls because the event is inside a hotel but they have all been taken up, which meets our expectations,” he said.

Outdoor advertising firms, Kakande said, have been the most responsive towards the initiative that aims to provide publicity to media firms and keeps them abreast with the latest expertise in effective marketing and communication.

The Media Expo, the first of its kind will convene players ranging from print media (newspapers, magazines), broadcasting (TVs and radio stations), electronic media, indoor and outdoor media, advertising and PR agencies.

Participants who have registered include stations like Nation Television (NTV) Uganda, Ugandan Broadcasting Corporation (UBC), Wavah Broadcasting Service (WBS), newspapers like *Daily Monitor, The New Vision* and several FM stations.

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

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