

Burson-Marsteller selected as PR communications agency for AfricaCom 2016

Burson-Marsteller has been selected as the PR communications agency for AfricaCom, taking place at the Cape Town International Convention Centre from 14-18 November 2016. The relationship will be managed by its Johannesburg office, with support from its Cape Town team and its extensive African affiliate network covering 52 of the 55 African countries. Burson-Marsteller will work with KNect 365 TMT to extend the reach of its messaging throughout Africa.

AfricaCom, a B2B tech event in Africa, previously attracted over 10,000 people annually from the entire digital ecosystem spanning the telecoms, media and ICT industries. For more information, click [here](#).

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