



Guidelines for Full Membership Applications

Full Membership Criteria

Applicants must:

- Provide acceptable certified evidence of their annual turnover relating to media evaluation of not less than £150,000.
- Companies with more than one office will join as International Members and the annual turnover figure stated should be the total evaluation turnover from all offices.
- Each international office will be a member of AMEC in its own right under the single Full Membership.
- Have been providing evaluation services for not less than two years.
- In their application applicants need to satisfy the AMEC Membership Committee that:
 - The quality of their work will advance the interests of the Association.
 - The quality of their media analysis research and interpretation is soundly based and that it can analyse a range of different factors within the editorial content, take into account relative strengths and weaknesses in any item of coverage and provide for the significance or effectiveness of the context in which the content is delivered to specific target audiences. It should be noted that the provision of a simple database analysis of media coverage is in itself insufficient to qualify an organisation for Full Membership without all of the additional factors mentioned in this paragraph.
- Commit to abide by the Quality Assurance Code.
- Commit to abide by the Online Code of Conduct.

Application Process

- Complete the application form providing email contact details for client reference. Contact with a referee will not be made unless requested directly with the prospective member.
- Return the completed Application Form with the following supporting materials by email to **Barry Leggetter**, Executive Director. barryleggetter@amecorg.com.
 - A pdf of your company brochure or an outline of evaluation services provided – maximum of 200 words.
 - Sample client report(s) – a minimum of one but no more than three (the client name may be protected in the interests of client confidentiality).
- Letter or Email from Finance Director or Accountant – stating that the level of turnover pertaining to evaluation services given on your application form is a fair representation of all (international evaluation revenues) to: Send an email to AMEC's Chartered Accountant, David Ames, of Manningtons Ltd from your CFO confirming your country or international annual turnover from Measurement and Evaluation (from stated 2008 figures) to davida@manningtons.net. David Ames will advise AMEC that your application passes the financial criteria and advises the Executive Director of the annual subscription based on our Banding Formula.
- All materials must be in English as the Business language of AMEC.
- The application form and materials will be reviewed by a Membership Panel jointly comprised of four members from the AMEC Board and Membership Committee in a conference call with member company's representatives to discuss your application and discuss-in depth your company's evaluation methodologies.
- A decision on the application is made by the Committee immediately after the call and communicated to the prospective member. Full

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Membership Panel

The AMEC Membership Panel is made up of Board and members of the Membership Committee. Each member agrees to treat all information within the application as confidential. If there is any information which you are concerned about sharing with the Membership Committee then you should contact Barry Leggetter, Executive Director, to discuss how this can be handled. Barry Leggetter – barryleggetter@amecorg.com. +44 (0) 1268 412414.

Check List:

This is our check list for membership:

- Complete the Full Membership Application Form, providing email contact details for client reference.
- Send an email to AMEC's Chartered Accountant, David Ames, of Manningtons Ltd from your CFO confirming your global annual turnover from Measurement and Evaluation (from stated 2008 figures) for your operations in the UK, the US and Ireland to davida@manningtons.net.
 - Please do not show your turnover figures on any form in the interests of your own business confidentiality. David Ames will calculate your annual subscription using the banding formula shown in the attachment. We have held our membership banding at the same level for two years.
- Send Barry Leggetter a minimum of one Client Report (you may change the report to protect the identity of your client if you wish to protect your business relationship).
- Send a PDF of your company brochure or PowerPoint outline of evaluation services provided as this is helpful for me to distribute to the Member Panel.

The Membership Review:

What the Membership Panel will look for in your documentation (and ask your company representatives about on the call:

- The brief: Do you ask for a thorough client brief to ensure research objectives are met (objectives, media, stakeholders, messages, benchmarks, audiences, etc.).
- Coding: is this by people or by technology, or a mix of the two? (The AMEC Membership Panel will look for an analyst to be involved).
- What are the ranges of coding parameters you use?
- Favorability criteria – do you use a grading scale or just positive, negative or neutral?
- Do you agree with AMEC's definition and position on AVE's, e.g. is only used when demanded by the client. The Membership Committee will hope your company will say your practice is to only use AVE's when the client asks for this to be produced?
- Quality control: Evidence of your documented quality process to all stages of its projects.
- Information which demonstrates your commitment to the development of the market: initiatives, your views on developing the total market.
- Your commitment to staff training (do you know we have an Online AMEC College?)
- What you would like to gain from AMEC membership, e.g. give to AMEC, e.g. opportunity to help shape growth of the evaluation industry worldwide by taking part in our Committees/Board; attend AMEC conferences, etc?

Revised and updated 22nd September, 2009

We can usually arrange a Membership Review conference call within two weeks of receiving your documentation.

Barry Leggetter
Executive Director

September, 2009