



AMEC North American International Chapter

The AMEC North American Chapter was formed to create a unique networking forum for leaders in research, especially the leaders of public relations research teams. It has representation on the AMEC Board through David B. Rockland, Ph.D., of Ketchum, inaugural Chair of the Group.

The International Association for Measurement and Evaluation of Communication (AMEC) was formed in the UK but has developed into the only professional body in the world to serve research professionals in measurement and evaluation of communications. AMEC now has members in 24 countries.

The value of membership of the AMEC Agency Research Leaders Group to those who participate includes:

Business Benefits

- Ability to take part in the annual AMEC Communication Effectiveness Awards, the only truly international Awards scheme celebrating best practice in the measurement of communications.
- Business networking – and speaking opportunities – at AMEC events, including the [European Summit on Measurement](#), Barcelona, 16-18 June, 2010, presented in association with the Institute for Public Relations. Other benefits include sponsor opportunities and a member discount on the Summit registration.
- Participation in an annual business study of the communications research, measurement and evaluation industry.

Professional Development

- Have learning opportunities available to the member and their staffs at reduced rates on a worldwide basis, including the two training modules on the online AMEC College. <http://www.ameccollege.com/>
- Identify future training modules by identifying unmet needs within the PR and research communities (e.g. a social media analysis module) and in the process help shape the field of communications measurement and evaluation.
- Be given speaking opportunities to serve as a thought-leader in the measurement field with AMEC credentials to broaden exposure for AMEC and the member's organization on a global basis.

Networking

- Networking with professionals in similar positions to share best practices, case studies, and lessons learned both among research leaders from agencies, as well as the broader AMEC community, including other industry organizations.
- Be part of the process to establish standards and good, better and best practices in media measurement and evaluation, including digital media. Eventually, these would be comparable to ISO 9001 and 9002 standards. These could include a code of conduct, and quality assurance practices.

The networking of this group will take place as follows:

- 1) Quarterly meetings to discuss specific measurement issues (e.g. AVEs, data coding for Market Mix Modeling, etc.). Different members of the group will alternate in running the meeting and shaping the agenda.
- 2) Specific meetings at relevant industry or other events such as the various Summits on Measurement.
- 3) An on-going listserve by which to share information as well as an AMEC LinkedIn community.
- 4) The occasional social event as possible.

Representation

- Through a network of research directors in similar positions, build the ability to speak with a shared voice regarding the importance of research and measurement to the practice of public relations.
- Shape the consistency of product offerings on a global basis for media monitoring and measurement services available from other AMEC members.
- Recognition for one's own leadership stature in the field as a form of accreditation.
- Develop best business practices through proprietary AMEC funded research.
- Be part of an international group of leaders who shape the discussion and debate about the evolution of the field of communications measurement and evaluation.
- AMEC will also conduct an ongoing outreach program that will be shaped by this group of members on the importance of research and measurement, in general, and specifically within the work of communication agencies.

As part of a wider membership categories review, AMEC has set new subscription pricing for members of International Chapters. There are three membership tiers:

1. Single country/region membership by a research company, PR consultancy or provider to the media measurement industry. Direct Regional Chapter membership is not applicable to companies engaged directly in media intelligence or social media analytics programme measurement and evaluation. The correct membership category for such companies is through AMEC Full Membership.

The member must be present in a single country or may have more than one office in a single region. The annual subscription effective immediately or on the date of renewal is US \$1,500. Members would be able to take part in the activities of a single International Chapter for a single fee.

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2. Global membership is aimed at research units of global PR Groups or providers to the media measurement industry who have multiple offices, e.g. global PR Groups. Members would be able to take part in the activities of more than one International Chapter for a single annual subscription of US \$3,000 a year.
3. Existing Full Members of AMEC who have multiple offices in different geographies. These members may take part in International Chapter activities in any region at no additional membership.

To join an International Chapter first contact the Chapter Chair:

North American Chapter:

Chairman:

David B. Rockland, Ph.D., Partner/CEO, Ketchum Pleon Change and Global Research, New York.

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Asia-Pac Chapter

Chairman:

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Or

Membership:

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