



AMEC Asia Pacific International Chapter Vision Statement

The International Association for Measurement and Evaluation of Communication (AMEC) was formed in the UK and has developed into a global trade body with members in 38 countries. AMEC's purpose is to define and develop communications programme research and measurement on an international scale with better professional standards for both companies and individuals. Its work in establishing the [Barcelona Principles](#) framework is seen internationally as an important industry-leading initiative.

AMEC has established an International Chapter in Asia Pacific to create a networking forum for communications leaders in research and public relations. Its Vision is to shape thinking and advance professional practice and standards in Asia Pacific amongst the PR client and practitioner communities of the value of programme measurement.

The purpose of an International Chapter is to provide the practical mechanism to enable members in different geographies to engage with AMEC in their immediate region. Overall, the International Chapter concept is an important element in AMEC's aim to build awareness of the benefits of programme measurement in the mainstream marketplace including marketing and PR professionals and stimulate the exchange of ideas, practices, and techniques among its members.

The value of membership of the AMEC Asia Pacific Chapter is seen as:

Business Benefits

- Competitive advantage: the AMEC membership logo is regarded as the mark of excellence in the provision of media evaluation and communication research services to clients, particularly with procurement specialists.
- Business networking – and speaking opportunities – at AMEC events, including plans to establish the first Asia Pacific Summit on Measurement in (JC – month), in 2012.
- 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. The Awards early bird entry deadline is **28 November** and the Awards final entry deadline with penalty - **12 December**
- Opportunity to attend the Asia Pacific Summit on Measurement planned in Hong Kong for on Wednesday 29th February and Thursday 30th March, 2012. Plus the European Summit on Measurement, Paris in June, 2012. Other benefits include a member discount on the Summit registration and sponsor opportunities.

Professional Development

- Have learning opportunities available to the member and their staffs at reduced member rates on a worldwide basis. AMEC is relaunching its online AMEC College in Q1, 2012.
- 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 regional and global basis.

Networking

- Networking with professionals in similar positions to share best practices, case studies, and lessons learned both among research and public relations leaders from agencies, as well as the broader AMEC community, including other industry organizations. AMEC encourages collaboration with other industry groups.
- Be part of the process to establish standards and good, better and best practices in media measurement and evaluation, including digital media.

The networking of this group will take place as follows:

- 1) Quarterly meetings to discuss specific measurement issues (e.g. AVEs, Valid Metrics, etc.). Different members of the group will alternate in running the meeting and shaping the agenda.
- 2) Encourage debate through AMEC's Knowledge Share platform which will be launched in November, 2011 and through the AMEC LinkedIn community.
- 3) An occasional social event as possible!

Representation

- Through a group of senior managers in public relations, analytics and media intelligence to educate the marketplace in Asia Pacific of the importance of research and measurement to the practice of public relations.
- To develop a status to allow the Chapter to speak with a shared voice and shape product offerings on a global basis for media monitoring and measurement services available from AMEC members.
- 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 programme 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.

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, e.g. currently the North American 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 Executive Director, Barry Leggetter:

Asia-Pac Chapter

Chairman:

John Croll, CEO, Media Monitors, Sydney

John.Croll@mediamonitorsgroup.com

Or

Membership:

Barry Leggetter

Executive Director - AMEC

Barryleggetter@amecorg.com

Mobile: +44 7748 677504

+44 1268 412414

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