

amec

1ST ASIA PACIFIC SUMMIT ON PR MEASUREMENT

Measuring What Matters

Grand Hyatt Hotel, Hong Kong
29th February/1st March, 2012

CALL FOR SPEAKERS



You have great work and thinking to share.
We can give you an exciting *new* platform.
**It can be a great partnership opportunity in
one of the world's most dynamic marketplaces!**

The 1st Asia Pacific Summit on Measurement is being organised by the International Association for Measurement and Evaluation of Communication (AMEC).

AMEC's purpose is to define and develop communications programme research and measurement on an international scale with improved professional standards for both companies and individuals.

The Vision of the AMEC's Asia Pacific Chapter is to*"Advance professional standards and promote strategic thinking in measurement and research in the Asia Pacific region amongst communication and marketing communities."*

AMEC members, PR professionals and Academics are invited to submit a summary of a presentation which could be made at the 1st Asia Pacific Summit!

Benefits of speaking

1 Positions your company/organisation as a thought-leader at a premier thought-leadership event with delegates expected from throughout the Asia Pacific region and beyond.

2 You will be talking to a high level audience of decision-makers and key opinion formers.

3 You will be contributing to the advancement of communications research best practice and the raising of awareness of the benefits of programme measurement.

4 We are particularly looking for client/organisation for examples where communications research has tangibly contributed improved business results.

What we are looking for:

- Senior level PR, research and media intelligence presenters prepared to share new and innovative thinking.
- Client presentations which demonstrate how programme measurement is at the heart of the client organisation's business and a key element of communications success.
- We are looking for stories where PR programmes have demonstrably contributed to improved business results.
- We also want to hear how organisations are using social media measurement in new ways.

Measuring What Matters

Workshop Day: Wednesday 29th February, 2012

We are looking for senior industry professionals from across Asia Pacific (and beyond!) to be able to lead or jointly run workshops, some of which will be run twice to enable all delegates to attend. At this stage we are asking for:

- Ideas for workshops (typically of 90 minutes and 120 minutes), especially case study presentations about valued-added research methods
- An indication from experienced presenters of their interest in running the workshops.

The final workshop programme will be established by the end of November.

Plenary Day: Thursday 1st March, 2012

At this stage we are seeking specific ideas for plenary day client speakers (typically the Head of Communications, Global Head of Communications, Head of Brand) for an international organisation)/ Government Head of Communications.

How the Plenary Day works:

- The client speaker can make the presentation himself.
- Or the client may jointly present with his AMEC member company team representative.
- A presentation may not be made by an AMEC member without a client's involvement.
- Each client-agency presentation is of 25-30 minutes.
- Additionally we welcome suggestions from AMEC members for a Keynote Speaker, especially where there is a personal business relationship which would secure the availability of the Keynote speaker.
- We are also receptive to AMEC member ideas for Panel Sessions.

Will you help?

Deadlines

PLEASE...indicate your initial interest and outline of idea by **Wednesday 7th December, 2011**.

We are asking for specific ideas and expressions of speaker interest by Wednesday 7th December, 2011, to Barry Leggetter, Executive Director and Summit Director. barryleggetter@amecorg.com

Speakers will be selected by a review panel on the basis of a summary of your speaker/presentation idea.

Submission of summary:

Wednesday 14th December, 2011

to barryleggetter@amecorg.com.

- Acceptance receipt by email:
As received

The Conference Venue

The 1st Asia Pacific Summit will be held at the 5* Grand Hyatt Hotel, Hong Kong.

Sponsor opportunities



Media Monitors has already been confirmed as the National Partner. We are delighted that the China International Public Relations Association (CIPRA), will be the Official Summit Supporter.



Other sponsor opportunities are now available.

Please contact Barry Leggetter at barryleggetter@amecorg.com.

It is the first Summit on Measurement to be held in Asia Pacific. Will you help make it special?

Summit Pointers

What we are looking for:

Challenging, inspiring ideas
and thinking

Practical ideas for workshop and conference sessions geared to the needs of communications professionals in Asia Pacific.

Passion – to move the industry forward

Enterprise – to avoid delegates watching a stream of PowerPoint presentations. If you have an idea for a new way to present, you will find us more than receptive.

All new please! We look for presentations or Papers which have not been previously presented or published.

Numbers Limit! If you come forward with an idea for a joint client and agency presentation, please limit it to two speakers on the stage.

NO sales pitches please