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(6) AMEC's STRATEGIC PLAN 2015-2017

Mission

The mission of AMEC is to be the voice of public relations research and measurement and provide business intelligence to guide the making of better public relations and communications programme decisions.

AMEC's mission is to further the growth and professionalization of global public relations, communications, marketing and social media work, through best practices and quality research and measurement, driven by global standards.

2017 Vision

The **leading** global trade association that is committed to demonstrating **best practices** in communications research and measurement; **educating** the market of the benefit of communications research, measurement and analytics; that creates **value** for its member organisations/members and develops a **performance** measurement mind set by defining and developing and adopting **industry-accepted** definitions, principles, and language. To **share knowledge** for the benefit of our members; By **educating** member teams and client organizations' staff at all relevant levels including the C-Suite about the importance to business performance of communications research and measurement; developing new **thought-leadership** platforms; establishing the **AMEC brand** as a stamp of best practice; and serving as a recognized and required **authority** in this field.

Objectives

AMEC will achieve its 2017 vision by accomplishing the following objectives:

- Refresh and improve best practice frameworks and principles for communications research and measurement including the development of an integrated suite of metrics. Work in collaboration with other related organizations, where appropriate.
- Put education at the heart of AMEC's work through the development of education programs for client organizations as well as for the staff of member companies, through a professional development curriculum and through conferences.
- Becoming known as the pre-eminent leader in the field of measurement and communications setting forward leading policy & best practices for practitioners globally.
- By being the association/ partner of choice for government, private and non-profit organizations in the area
 of measurement and communications.
- Continue to expand the International Measurement Summit as AMEC's marquee event worldwide, as well
 as to explore relevant regional Summits and educational events such as Measurement Month, as
 opportunities to market the AMEC brand and promote best practice internationally.
- Develop new membership categories and pursue members in those categories so that AMEC is truly representative of the communications research and measurement industry on a global and sector basis.

- Identify different profiles and stakeholders likely to be attracted by AMEC's membership and its value proposition.
- Define collaboration areas with other industry bodies in order to maximize synergies when considered appropriate and relevant, for example, ICCO, Syntec RP and PRSA and continue to consider collaboration opportunities with FIBEP to include potential Joint Industry Report in 2016.
- Safeguard the future stability and growth of AMEC by developing a clear succession plan.
- Ensure a strong financial reserve at all times.

Barry Leggetter CEO

Revised: 25th March, 2015 Signed off: 28th April, 2015