



AMEC MEASUREMENT MONTH – CAMPAIGN IDEAS

LONG LIST IDEAS FOR INTERNATIONAL CHAPTERS:

- Engage with more people – undertake a gap analysis to spot those who don't typically engage from the membership and do personal outreach to change that
- Look back at previous award winners and see how AMEC could externalize the campaigns or at least have the clients act as advocates for AMEC
- University guest lectures – engage with the student audience during Measurement Month
- Hijack other events in the measurement / evaluation / PR calendar – what conferences are taking place in November that Measurement Month could piggy-back off?
- Video chat – record it with key luminaries
- Podcast
- Local events – encourage as many members as possible to host some form of event, no matter how small
- 'Borrow' an existing audience – ask influencers to be contributors to member's newsletters / blogs etc during Measurement Month
- Engage more directly with a wider range of trade bodies
- Work with conference organizers across the PR, marketing, business landscape
- Organize local 'salon dinners' with influencers and leaders and create content from the conversation
- Engage with young professionals – work with the Young Leaders Group
- Organize an international event – cross pollinate between regions
- Create and implement a coordinated media relations program
- Build a landing page on amec.org that contains thought leadership and associated content
- Invest in paid social to amplify thought leadership content
- Access and leverage existing networks – both of individuals and organizations
- Live stream events using latest social technologies
- Twitter chats by region with local influencers
- Use more case studies
- Encourage members and professional bodies to host Measurement Month 'drop-ins'
- Advocacy – find non-members who value measurement & evaluation and build advocates program

SUGGESTED SHORT LIST

1. Promote and showcase case studies from the 2018 AMEC award winners. This activity is already underway.
 - a. *Suggestion:* ask AMEC Directors to showcase non-competitive / complimentary case studies on own social channels as part of content developed and amplified ahead of Measurement Month (see below)
2. Leverage member's social channels & provide 'content in a box' to make it as easy as possible for members (at a minimum every AMEC Director) to create blog posts / social posts using:
 - a. Case studies (as per above)
 - b. Guest blogs -- thought leadership – written by Barry / Richard (& any other 'independent Director')
 - i. If necessary, pay for a freelancer to interview Directors and to draft content
 - c. Podcast – see below
3. Podcast / twitter chat – Barry and/or Richard to broadcast a 20-minute Podcast to support a well promoted twitter chat
 - a. Ask a PR industry leader to interview / host the podcast with Barry / Richard (suggest: Stephen Waddington / Andy West / Ben Levine / Francis Ingham)
 - b. Promote through a targeted paid campaign at the PR industry audience we want to reach (in key geographies?)
4. Media campaign – media alerts, pre-approved point of view statements, social posts. A 'conventional' media relations program, centrally coordinated by the AMEC team but delivered with a strong regional / local focus to drive media coverage pre, during and post Measurement Month

5. Advocates – work to secure non-AMEC (client) endorsements to showcase the value of best practice measurement and evaluation. Clients to be sourced from AMEC Directors with endorsements baked into member's Measurement Month activity
6. Target the top five Measurement and/or PR influencers in each market to place guest content and/or secure blog post promoting Measurement Month and/or an interview with Barry / Richard. Equally, if they would interview key AMEC figures in-country around Measurement Month, it would further amplify the message
7. Jesper's e-book – use this as an asset in the overall comms program. Can we have this hosted on a landing page on the AMEC Measurement Month area of the website? Perhaps as gated content to capture data and to increase the subscriptions to AMEC materials?

Andy West

Ideas generated in a creative session run by Andy West



18 September, 2018