

# COMMUNICATIONS EVALUATION AND INSIGHTS IN A CHANGING WORLD!



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You want to **NETWORK**.  
You want be part of an  
organisation that stands  
for **BEST PRACTICE**.  
You want to **PARTNER** with  
companies in other markets.  
You want to **LEARN** how to  
**GROW** your business.  
You want to **SHOW** clients,  
colleagues and prospects  
you're a business that  
**MEANS BUSINESS!**

**AMEC** (the International Association for Measurement and Evaluation of Communication) has since 1996 emerged as the global leader in communications research, evaluation and insights.

**AMEC** stimulates leading-edge industry thinking to challenge and support our members to providing best-in-class, evidence-based communications.

We inspire our members through bold campaigns, a content-rich website, our education work and the **AMEC Global Summit**.

Our mission is to educate and grow the market in each region for the benefit of our members through International Chapters (hubs) in Asia, Europe, North America and Latin America.

## MEMBERSHIP GIVES YOU ACCESS TO A PROACTIVE ORGANISATION THAT ENCOURAGES MEMBERS TO SHAPE INDUSTRY THINKING.

**WHAT YOU WANT...** is the ability to work with like-minded companies in international markets. AMEC currently has over 160 members in 80+ countries – and is growing to include new markets such as Latin America and Asia-Pacific.

**WHAT YOU WANT...** is to belong to an organization that innovates and helps educate about measurement and evaluation. An example of our innovation is the new AMEC Integrated Evaluation Framework, which is a free to use tool that has won acclaim from professionals around the world.

**WHAT YOU WANT...** is to know how your company is performing compared to your competitors. AMEC keeps its members on top of the changing trends, opportunities and risks that our industry faces through its annual Global Business Insights Survey, which is shared with all members.



The AMEC Global Summit is now the biggest event of its kind in the world.



### MEMBERS' VERDICT ON KEY TRENDS. INSIGHTS – NOT METRICS OR AVES.



**76%**

Say clients are putting more emphasis on insights rather than standalone metrics.



**18%**

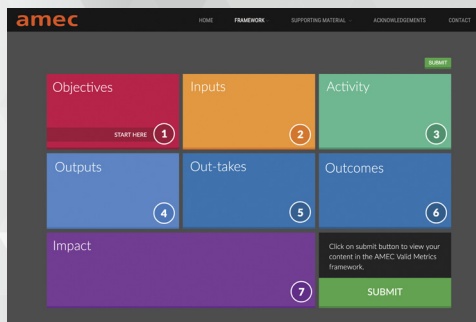
Say clients usually specify AVE scores – down from 30% in 2015.

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Source: AMEC Global Business Insights Survey, 2017

## GROWING THE MARKET.

**You want** to be part of a membership organization that will help you do business! AMEC's aim is to grow the total market for communications research and measurement for the benefit of all of our members – wherever they are based. We do this through a commitment to client education and industry innovation.

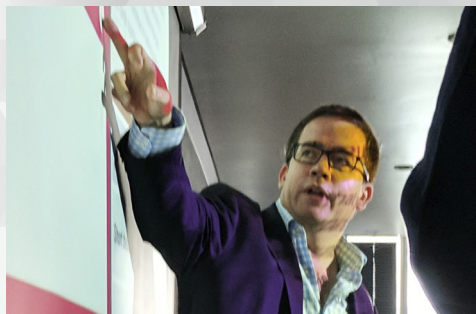


**The AMEC Integrated Evaluation Framework was developed by AMEC as a free online interactive tool in multiple languages.**

Our industry role is to help educate the market and encourage business practice. We also promote the business benefits of communications research by working with other organizations and speaking at industry events. We also speak out through media interviews.

It is an international challenge, which AMEC meets through International Chapters established in Asia, Europe, North America and Latin America.

## AMEC IS TRULY GLOBAL.



**Richard Bagnall, AMEC Chairman, is a regular speaker internationally. Here he explains the AMEC Framework to a conference in Buenos Aires.**

## WHAT TO EXPECT FROM YOUR MEMBERSHIP:

- Media intelligence sector INSIGHTS to support the further growth of your organisation.
- KNOWLEDGE SHARE of best practice to increase your efficiency and SUCCESS.
- Membership of an active COMMUNITY which learns and does business with each other.
- Industry RECOGNITION of your company and its quality.
- CONNECTIONS with experts and new international thinking.
- Special membership rates for our ONLINE training programmes.
- The OPPORTUNITY to pit your work against the best of the best in communications measurement and take home a coveted AMEC Gold or Platinum award in the AMEC International Awards!

## YOU WANT TO BELONG TO AN ORGANIZATION THAT HELPS SHARE KNOWLEDGE.

AMEC has made a strategic commitment to knowledge share. We make presentations available from leaders from around the world. Our unique video library lets you watch presentations from top international experts at AMEC's Global Summit events.

**"AMEC continues to be recognized as the voice and home of best practice for the international evaluation industry"**

– Henry Jones, Managing Director, NLA Media Access



## YOU WANT TO KNOW THAT YOU ARE PART OF AN ORGANIZATION THAT WILL SPEAK UP FOR INDUSTRY BEST PRACTICE.



An example of our style is the AMEC global **"Say No to Aves"** campaign to eradicate the use of Advertising Value Equivalency (AVEs), winning the support of other international trade bodies.

# SAY NO TO AVES

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## WE MEAN BUSINESS!

- Every member is special to us because we recognize they join for a purpose.
- We are international and outward-facing.
- AMEC is a collaborator! We partnered with five other trade bodies to create the Barcelona Principles which was a new international yardstick of evaluation in 2010 and in the Barcelona Principles 2.0 update in 2015.
- We believe collaboration brings the best ideas, such as the web-based PR Professionals Guide to Measurement, which was developed with ICCO and the PRCA.
- We help train the industry through our online AMEC College. We promote best practice through AMEC's open-source Knowledge Share website ([www.amecorg.com](http://www.amecorg.com)).
- Based on an idea from one of our members, we created AMEC Measurement Month, an annual international showcase of evaluation in action.
- We speak at the world's top PR and communications conferences about the business benefits of evaluation.



# Microsoft

**"Amidst an industry of hundreds of thousands of journalists and PR professionals, the community AMEC nurtures is doing vital work to advance the boundaries that help us better measure, and more clearly understand, our media coverage outcomes. My team at Microsoft values the AMEC Global Summit and holds this community's work in high regard."**

**Jamin Spitzer, Senior Director of Comms Insights, Microsoft Corporation**



**"The MEDIA INTELLIGENCE INDUSTRY** must have proper market sizing to measure the health and performance of the industry, but also to build credibility that attracts investors, innovators and technologists.

**"AMEC'S GLOBAL BUSINESS INSIGHTS SURVEY** benchmarks performance, enabling us to learn about the trends driving the future of our industry."

Mazen Nahawi, CEO, CARMA



**CARMA**

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## EMBRACING THE FUTURE.

### AMEC is outward-facing.

We encourage client organizations to join us and be part of our events, especially at the AMEC Global Summit, now the premier event of its kind in the world.

### Why do we do this?

We believe that all our thinking needs to be rooted in what our clients need and want.

### What is the value it brings members?

It makes sure that our work – best practice guidelines, resources, training – is focused on solving the challenges of our members' clients.

### How do we know our outward-facing approach is working?

By seeing our methods and thinking implemented in companies and organizations, we get a better understanding of the bridge between academia and evaluation in commercial use.



## JOIN NOW!

AMEC has different membership categories that are clearly explained on our website.

**For more information on how to join, please talk to Barry Leggetter, our CEO.**

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**The world's largest media intelligence trade association...**

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