

(1) AMEC Nomination paper for election to the 2020 board:



1) NOMINATION FOR ELECTION TO THE BOARD

I wish to nominate <i>(name of person)</i>	Self - ASEEM SOOD
in the Board category for <i>(please circle one)</i>	Full Member
as a representative of <i>(name of company)</i>	Impact Research & Measurement Pvt. Ltd.
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	<p>Aseem is an active AMEC Board Director. He leads Impact Research & Measurement as CEO.</p> <p>His contributions to AMEC include</p> <ul style="list-style-type: none">a) Leading AMEC's efforts in Asia Pacific as vice-chairb) Supporting AMEC Knowledge efforts. He played an active role in the development of the M3 Tool.c) Aseem also helped create good visibility for AMEC at the world's largest PR event in India (2019) where AMEC got a chance to not only connect with Indian leaders but global PR leaders.
Please indicate whether a personal statement (up to 100 words) from the nominee in support of his/her application is attached or whether it is to follow <i>(please circle)</i>	to follow separately
He/she has given their consent <i>(please circle)</i>	N/A as self-nominating
My name is	ASEEM SOOD
I am the representative of the Member company or individual named here.	Impact Research & Measurement Pvt. Ltd.
Date	14 Nov 2019
Signed	

(1) AMEC Nomination paper for election to the 2020 board:

Please email completed nomination forms to juliewilkinson@amecorg.com to arrive not later than Monday 18th November, 2019 by midnight in your respective time zone.

Johna Burke
AMEC Global Managing Director

V231019



(2) Election Manifesto and Personal Statement



ASEEM SOOD
Impact Research & Measurement Pvt. Ltd.
INDIA

I ask the AMEC membership to vote for me and support my candidacy to be re-elected as a Director of the AMEC Board.

- **Active participation in the BOARD:** I have actively supported AMEC BOARD activities and fulfilled my BOARD responsibilities to the best of my abilities.
- **Support/ participate in AMEC Knowledge Development Agenda:** I have been involved in a few knowledge development initiatives, latest one being the Measurement Maturity Mapper (M3 Tool). I worked with the core M3 team to support development and also presented the Mapper at AMEC summit to all members
- **Asia Pacific Chapter.** Co-lead the region for AMEC alongside Khali Sakkas.
- **New Member Interviews:** I have made myself available for all new member interviews this year.

What I would bring to the AMEC Board.

1. **Continue to build in APAC.** AMEC has come a long way and earned good awareness in APAC region. We are now ready to establish AMEC as the most credible organisation around the subjects of Measurement and Research in Communications.
2. Be available to the BOARD for **support in International strategy as well as execution.**
3. Help **create content** to help spread AMEC messages and educate the industry. I believe that content creation is the best way for AMEC to create an Impact on the minds of our stakeholders.
4. Support to organise **AMEC events** in India.

Electronic signature:

A handwritten signature in black ink, appearing to read "Aseem", written over a horizontal line.

Date: Nov 14, 2019