



(2) Prospective Chapter Chair Election Manifesto

Name of candidate: Carlos Alfredo Díaz
PASTE PHOTO IN HERE



Name/Title/Company here: General Manager, GlobalNews Group

I ask the AMEC membership to vote for me and support my candidacy to become a Chapter Director of the AMEC Board.

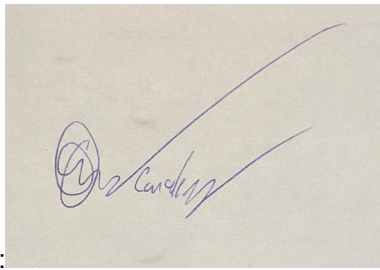
Using my business experience these are the areas I believe AMEC needs to focus on and which would receive my support:

- I want to continue fostering the growth of our chapter and of measurement in our region. We currently are conducting an industry wide survey to better understand where most of the clientele is positioned vis a vis the M3 model and wish to use the results in order to create further outreach in the community, in particular in countries in which the chapter has no membership besides GlobalNews.
- In the past year I have spoken as chapter leader in 9 events across the region, I want to keep this trend and speak at least at one event per month promoting the proper measurement and evaluation of publica relations. I almost commit myself to be available to speak at any member events that take place across Latin America.
- We are currently talking with PRCA (they have just launched latam operations) and want to have a meaningful working relationship with them in order to promote proper measurement practices.
- I believe we still have a major deficit in the quality and quantity of content available in our local languages, which is why we are currently working on translating White Papers from the AMEC website and which is why we want to be able to have a local language version of the AMEC website. We have recently translated the materials of the AMEC course and wish to help in having them put to good use by means of a launch of a Spanish speaking AMEC course and a potential Portuguese speaking course.

What I would bring to the AMEC Board.

I bring my experience as a speaker and a manager in a Measurement focused company, as well as the network that is provided by GlobalNews' 10 offices across latin america and it's Miami office in the US, my bimonthly visits to different offices also afford an opportunity to do more outreach in a region as vast as Latin America. The fact that I am fluent in Spanish and Portuguese (the two main languages in the region) is also something that I bring to table in our quest to promote proper Measurement and Evaluation across the globe.

(2) Prospective Chapter Chair Manifesto: AMEC 2020 Election Process for Chapters



Electronic signature:

Date 18 November 2019