


(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>	Gerard McNamara, SVP/GM at Intrado DM
in the Board category for <i>(please circle one)</i>	Full
as a representative of <i>(name of company)</i>	Intrado Digital Media
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	Gerard has deep sector experience within the PR and media monitoring and measurement industry. He has had a career spanning 21 years, the last 10 were spend working for the main leaders n our space and he is well positioned to help all grow and educate the market.
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>	Yes / No / N/A as self-nominating
My name is	Ann-Sofie Krol
I am the representative of the Member company or individual named here.	byBrick Insight
Date	1/11/19
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



(3) Election Manifesto and Personal Statement



Name: Gerard McNamara

Job title: SVP & GENERAL MANAGER (EMEA & APAC)

Company: Intrado Digital Media (incorporating Notified)

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

Candidate background:

- I was delighted to be elected as Director of the AMEC Board last year. Regrettably, I had to step down when my previous company, TrendKite, was acquired by Cision in January 2019, as Cision already had a board member. I left Cision shortly after the acquisition to join Intrado Digital Media, where I lobbied the company to become a Full Member. Intrado Digital Media became a Full Member in September 2019. Intrado Digital Media owns a media measurement company called 'Notified', and I am responsible for Notified in EMEA & APAC, and have global influence on the product strategy and direction.
- I have 10 years' experience at the centre of the rapidly evolving media measurement industry. I was a key player during the 2014-2015 M&A phase that saw Vocus merge with Gorkana and Cision. In 2015 the UK assets of Vocus and Cision were divested to Vuelio, where I spent 12 months ensuring a smooth transition. I joined TrendKite's executive team in 2016 to launch the EMEA subsidiary, where I scaled the business in the region, and TrendKite was ultimately sold to Cision in January 2019.
- I have spoken on the subject of media measurement at industry events (PRWeek, PRMoment, CIPR) and had registered as a speaker to represent AMEC on the AMEC Global Speakers Bureau.
- I am a key member of the Notified team. I have spoken to hundreds of PR professionals from all over the world and have a network of progressive digital PR and Marketing Managers.

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

- I can significantly contribute to the challenge of persuading the industry to move away from AVEs in favour of the AMECs Barcelona Principles and evaluation frameworks, as well as contribute to the education of the industry, persuading companies to start the process of measuring their media efforts in a more meaningful way.
- I will support AMEC's cause of driving global best practice and education, helping increase the market size for everyone.

What I would bring to the AMEC Board. (Candidates can reference initiatives and contributions they have made to the media intelligence sector.)

- I will bring an energetic and thoughtful perspective to the AMEC board. I have a strong sense of what motivates the industry as well as what holds it back from fully adopting and implementing meaningful measurement principles and metrics.

(3) Candidate Manifesto statement for the position of AMEC Director, 2019-2021

- The wider Intrado Digital Media team will continue to support AMEC, drawing on speaking resources from the President down, as well as contributing wider resources as needed. I have access to the PR community through Notified's sales and marketing initiatives, and I will support AMEC's education and best practices while modernising the discipline, and ultimately helping all members to face the future with confidence.
- I will make time to attend and actively contribute to meetings, and I will draw on Intrado Digital Media's resources to help support AMEC's creation of new frameworks and principles.
- I will be pleased to give my support to AMEC as a member of a Committee or Working Group.

Electronic signature:

A blue ink electronic signature, appearing to be a stylized 'D' or 'J' followed by a long horizontal stroke.

Date: 18 November 2019