


(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>	James Crawford
in the Board category for <i>(please circle one)</i>	Associate
as a representative of <i>(name of company)</i>	PR Agency One
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	<p><i>In 2011, I noticed a clear correlation between PR and marketing activity, and commercial outcomes via Google Analytics. At that point, I created an agency which put measurement at its heart, to explore this finding in more detail, and use it to client's benefit.</i></p> <p><i>Our proprietary evaluation system, OneEval, predated the AMEC Framework, but when the framework was published I was delighted by how OneEval mirrored this.</i></p> <p><i>OneEval has since incorporated AMEC terminology and developed further into three distinct offerings focusing on Commercial, Reputation and Brand (more info here).</i></p> <p><i>Our measurement suite was recently recognised with a Gold Innovation Award for New Measurement Methodologies at AMEC 2019.</i></p> <p><i>My personal interest is in commercial attribution and I'm skilled in Google Analytics and tracking commercial outcomes.</i></p> <p><i>Clearer and more accurate measurement is something that I have been banging the drum about within the PR industry for the past 8 years, and my business was built with this in mind.</i></p>
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>	Attached
He/she has given their consent <i>(please circle)</i>	Yes
My name is	James Crawford

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

I am the representative of the Member company or individual named here.	Yes it is me ☺
Date	15 November 2019
Signed	

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

Name of candidate: James Crawford



James Crawford/Managing Director/PR Agency One

In 2011, I noticed a clear correlation between PR activity and commercial outcomes in Google Analytics. At that point, I created an agency which put measurement at its heart, to explore this finding in more detail and use it to benefit clients.

Our proprietary evaluation system, OneEval, predates the AMEC Framework, but I was delighted to discover when it was published that OneEval mirrored it. OneEval since been developed further, adopted AMEC's terminology and was recently awarded a Gold Innovation Award for New Measurement Technologies at the 2019 AMEC Awards.

I have been banging the drum for the PR industry adopting clearer and more actionable measurement methods for the past 8 years.

My personal interest is in commercial attribution. I'm skilled in Google Analytics and tracking commercial outcomes.

These are the areas I believe AMEC needs to focus on and I would work to deliver these:

- Measurement for all – Create a measurement environment which can be as easily adopted by the smallest independent agencies and freelancers, as the large global players. From small, free worksheets to costed consultative reports.
- Thought leadership, training and talent – People are often cagey about their measurement approaches, but I would like to instigate more actionable takeaways and practical advice for the PR and marketing community being shared, more regularly and on a greater scale.
- Commercial attribution – Brand and reputation are important but my big passion is commercial attribution – e.g. using Google Analytics to measure outcomes. I want to raise the bar and help others to do this.

(2) Candidate Manifesto statement for the position of AMEC Director on the 2020 Board

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

I would bring an openness to knowledge-sharing, a drive and commitment to marketing AMEC and a major focus on commercial attribution.

I want to give every agency in the world the tools to start their journey to a higher standard of measurement.

I have an extensive team behind me which I can utilise to help me achieve this.

Electronic signature: James Crawford

Date 15 November 2019