

(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>	Jon Meakin
in the Board category for <i>(please circle one)</i>	Full / International Research / Associate
as a representative of <i>(name of company)</i>	Grayling
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	25+ years' PR experience gained in Europe and the US. AMEC Board Member since 2018. Founding Chair of AMEC Agency Group.
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 / to follow separately
He/she has given their consent <i>(please circle)</i>	Yes / No / N/A as self-nominating
My name is	Jon Meakin
I am the representative of the Member company or individual named here.	
Date	6 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



(2) Election Manifesto and Personal Statement

Name of candidate: Jon Meakin



Name/Title/Company here: Grayling

I ask the AMEC membership to vote for me and support my candidacy to become a 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:

- **Build the Agency Group:** Two years ago, there were a number of AMEC agency members, but no Agency Group. Many agency members felt disconnected from the organization, which still leaned on its roots as a trade association for measurement companies. I am proud to be the founding Chair of a growing Agency Group, with members across the world coming together under the 'Common Ground' banner to encourage a dialogue about the thorny issues that challenge us all, irrespective of agency size or location. But we've only just begun. I would like to continue the work of attracting more agency members, and building the Agency Group.
- **Activate the advocates:** Within the agency membership there is a small but growing band of advocates, busy creating content, organizing events, and evangelizing in other ways. It is

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

unreasonable to ask or expect these dedicated individuals to do more, but we can increase our visibility and our voice by identifying and activating advocates in other agencies.

- **Make AMEC a badge of honour:** 'Why should we join AMEC?' That is a question frequently asked by agencies. Over the past year, I have led efforts to hone AMEC's answer to that question. With a new agency-focused proposition and supporting materials, and increasing momentum behind 'Common Ground', I want to spend the next two years getting to the point where that is no longer a question, and instead clients expect AMEC membership as a mark of quality.

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

I have spent my whole career (25 years+ so far) on the front line of PR and communications. In the UK, and the US, working on pan-European and global programs. A lack of commitment to effective measurement and evaluation by organizations large and small (and their advisors) has been a constant headache, in spite of the excellent work done by AMEC and other organizations over the years. With AMEC's Agency Group, which I currently share, we are seeing greater visibility of measurement and evaluation issues, and more discussion - between agencies and between agencies and their clients. I want to continue that work.

Electronic signature: J Meakin

Date: 6 November 2019