


(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>	Lilia Glazova
in the Board category for <i>(please circle one)</i>	Full / International Research / <u>Associate</u>
as a representative of <i>(name of company)</i>	PR News
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	<p>Lilia has 15 years of experience in PR measurement. She started her career in political PR in Moscow Fund of Parliamentarism Development and Social Information in 2001. Next 3 years she spent in PRP Weber Shandwick, Moscow office, from 2002 to 2005 as a Head of Analysis Department. Since 2006 Lilia has been managing PR News as CEO and has developed the company to one of the leading one in the industry in Russia.</p> <p>In addition to her work experience Lilia passionately believes in the importance of education. She graduated from Lomonosov Moscow State University, Sociology Faculty and Russian State Open University of Railway Transport, Economics Faculty. In 2014 Lilia has just graduated from University of Pittsburgh, Katz School of Business, EMBA. But Lilia believes not only in self-education but also education of the industry. She is a member of the expert jury of Annual Student Competition "Crystal Orange" and leading PR Awards in Russia "Silver Archer".</p> <p>Lilia is an active player at the Russian PR market and she is a frequent speaker at international and local industry conferences (AMEC Summit, FIBEP Congress, International Arab PR Conference, PR Russia Forum; Russian Internet Week, Brand Day, Russian Marketing Week, Baltic Weekend, PR Days.)</p> <p>She has been a good fellow to AMEC community. Lilia was a member of Business Development Committee at AMEC. PR News has been organizing AMEC Month events for the last 6 years at the local market. There were represented such AMEC initiatives as Barcelona Principles, Say no to AVE campaign, Integrated AMEC Framework.</p> <p>The main goal is to educate the local community about AMEC initiatives and to increase the awareness about measurement standards (AMEC Framework, Measurement Maturity Mapper).</p>

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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 (please circle)	<u>Attached</u> / to follow separately
He/she has given their consent (please circle)	Yes / No / <u>N/A as self-nominating</u>
My name is	Lilia Glazova
I am the representative of the Member company or individual named here.	Yes
Date	November 15 th , 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

The Importance of an Election Manifesto:

We ask candidates standing for election as a Director for the AMEC Board to provide a Manifesto / personal statement outlining why you feel you can contribute and what you intend to bring to the Board during a two-year Term of Office if elected. We are looking for members who will commit to be active and wherever possible be supported by the resources of their own company. If a Ballot is necessary, the Election Manifesto and Personal Statement will be circulated to members to help them vote.

Thank you.

Name of candidate: Lilia Glazova



Lilia Glazova, CEO, PR News:

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:

- Strengthening the research methods in communication and PR measurement. Promoting methodology work on reputation study.
- Education of the local market – adaptation AMEC College approach to the local markets, short online course format used not only as educational resource but as a promotion of AMEC initiatives and PR of the association.

I would like to bring to the AMEC Board further development of Measurement Maturity Mapper among different markets including translation of the materials into other languages (taking in mind the experience with AMEC Integrated Framework).

A handwritten signature in blue ink, appearing to be "L. Glazova".

November 15th, 2019