

(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>	Marianne Morgan
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>	Citypress
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	Marianne has 16 years of communications measurement experience – spending a decade as a PR practitioner and setting up a central research and analytics function at Citypress from scratch six years ago. Her team won Small Research and Evaluation team of the Year at the 2019 AMEC awards and she has been an active member of the Young Leaders and Agency groups since joining AMEC two years ago. She has been commissioned as an expert witness to provide media analysis and due diligence for a number of criminal prosecutions.
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>	<u>Attached</u> / to follow separately
He/she has given their consent <i>(please circle)</i>	Yes / No / <u>N/A as self-nominating</u>
My name is	Marianne Morgan
I am the representative of the Member company or individual named here.	Citypress
Date	18/11/19
Signed	



(2) Election Manifesto and Personal Statement

Name of candidate: Marianne Morgan



Marianne Morgan, Director of Research and Analytics, Citypress:

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:

- Attracting increased membership from PR agencies – especially smaller and mid-sized agencies at the start of their measurement journey. I believe that too often AMEC is preaching to the converted at that there is opportunity to broaden the organisation's reach.
- Raising awareness and credibility of communications measurement as a career path. I have a vision for communications measurement to be a career path that people aspire to, rather than one they stumble upon.
- Championing education around best-practice measurement. In particular, I would champion a focus on cross-industry collaboration and raising awareness of the fact that limited budgets needn't be a barrier to improving measurement.

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 16 years working in a mid-sized PR agency – initially as a PR practitioner before setting up a central research and measurement practice from scratch in 2013.

My team was named Small Research and Evaluation Team of the Year by AMEC in 2019. My first-hand experience of growing an agency measurement practice from the ground-up gives me a unique perspective to bring to the AMEC board. I am keen to use my experience to benefit other agencies and the wider measurement sector by helping AMEC to engage more effectively with smaller and mid-sized agencies.

I speak regularly on the topic of measurement and have been commissioned as an expert witness to provide media analysis and media due diligence for a number of criminal prosecutions. I am keen to raise credibility of communications measurement by showing the diversity of its applications – it is more than simply proving the value of PR.

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

In addition, I am training as an executive career coach (due for qualification in February 2020). I plan to use my skills and experience to advocate the broad range of careers in the measurement industry and to support the next generation of measurement champions.

Electronic signature: Marianne Morgan

Date: 15/11/19