

(1) AMEC Chapter Chair Nomination form for Election to the 2020 AMEC Board



1) NOMINATION FOR CHAPTER CHAIR ELECTION

I wish to nominate <i>(name of person)</i>	Marianne Morgan
in the region for <i>(please circle one)</i>	Asia Pacific / <u>European</u> / North America / Latin America
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 position of Chapter Chair	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 UK PR agency 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 also 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>Not applicable as self-nominating</u>
My name is	Marianne Morgan
I am the representative of the Member company or named here.	Citypress
Date	16/11/19
Signed	<i>M. E. Morgan</i>

Please email this nomination to [juliewilkinson@amecorg.com](mailto:juliewilkinson@amecorg.com) to arrive not later than Monday 18th November 2019.

Johna Burke



## (2) Prospective Chapter Chair Election Manifesto

### The Importance of an Election Manifesto:

We ask candidates standing for election as a Director for a Chapter region on 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: 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 Chapter 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 across Europe – 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 UK 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

## **(2) Prospective Chapter Chair Manifesto: AMEC 2020 Election Process for Chapters**

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.

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.

### **Marianne Morgan (Citypress) – AMEC Chapter Chair Nomination Personal Statement in brief**

I have 16 years measurement experience – initially as a PR practitioner before setting-up the research and analytics function at UK PR agency Citypress.

My team won AMEC Small Team of the Year 2019 and I'm keen to represent small/mid-sized agencies on the board. I will use my experience to help AMEC attract/engage these agencies more effectively.

I've been an active member of the Young Leaders and Agency groups since joining AMEC. I regularly speak on measurement and have been commissioned as an expert witness, providing media analysis for criminal prosecutions.

I am training as a career coach and will champion careers in measurement.

Electronic signature: Marianne Morgan

Date: 15/11/19