

(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>)	Nadin Vernon
in the Board category for (<i>please circle one</i>)	Full
as a representative of (<i>name of company</i>)	Cision
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	Nadin has 20+ years' experience in the measurement industry, helping clients implement and execute successful measurement programmes as VP Client Services, Europe. Nadin has been an active member of AMEC for the past years and speaks regularly at international events, elevating the role of AMEC and measurement.
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	Timo Thomann-Rompf, President Cision Insights
I am the representative of the Member company or individual named here.	Cision
Date	11 th 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

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: Nadin Vernon



Name/Title/Company here: Nadin Vernon, VP Client Services Europe, Cision

Dear Colleagues,

I am standing for election as Director for the AMEC board and am asking for your support to drive global initiatives that feed into AMEC's strategic objectives. At a time when we're witnessing the evolution of comms and earned media measurement, we have significant opportunity to raise awareness for AMEC's work. I believe I can add value and make a positive impact on AMEC's goals of educating the next generation of PRs and increasing our membership by leading the way with an attractive value proposition.

Let me share my areas of focus for 2020-2021:

- **Encourage innovation:** Our industry is changing and as the industry body, AMEC must change too in order to remain at the forefront of best practice measurement. I am a passionate advocate for encouraging fresh thinking and am keen to initiate a platform where we can welcome and integrate technology players that play a vital role in the measurement and evaluation of comms.
- **Drive growth and education:** AMEC recorded increased membership numbers year-on-year, despite continued consolidation in the sector. Ongoing promotion of AMEC's initiatives as well as the development of new initiatives are key for retaining existing members and attracting new ones. I am excited to play an active role when it comes to educational

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

workshops and webinars as well as introducing some of PRIME Research's extensive client network to AMEC via our key annual events:

- **AMEC Global Summit:** Contribute to the success of AMEC's Global Summit in Vienna and beyond by actively promoting the event as well as recruiting senior level speakers to share their measurement journeys.
- **AMEC Measurement Month:** Build on my involvement in previous years and continue to initiate exciting European and international events.

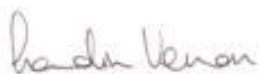
For the past two years, I served as Vice Chair of AMEC's European Chapter and below are a few key highlights of the work I completed during this time:

- Wrote a chapter for AMEC's 2018 eBook "[Demonstrating the Value of Communication](#)" entitled "Integrated Measurement in the Age of Industry 4.0"
- Partnered closely with the CEO - and more recently the Global MD - on events, raising awareness for AMEC's mission. Leveraging Cision's marketing team and insights resources, we regularly fill large venues with top communicators, highlights include:
 - April 2019: "Communications Measurement in Practice", Bulgari Hotel - London
 - June 2019: "CommsCon X Insights", Ministry of Sound - London
- One of our objectives in Europe was to reach potential new members in areas where AMEC is lesser known – to kick off Measurement Month 2019, I engaged a German audience at a local event as part of Communications Week Germany to introduce AMEC's work
- Together with the Chapter Chair, we are just launching a European thought leadership initiative - the "Fireside Chat" - which will be published later this month. This is an opportunity to hear from leaders within our industry and bring new members a little closer to the community.
- Regular speaker at the Global Summit, examples below:
 - Barcelona 2018: "[Growing your business - The importance of success-based marketing](#)"
 - Prague 2019: "[The Evolution of Measurement - From analysing the past to defining the future](#)"

We have a big couple of years ahead of us at AMEC. I am committed to representing our members hands-on and with enthusiasm.

Thank you for your time and support.

Sincerely,



Nadin Vernon

11th November 2019