



(2) Prospective Chapter Chair Election Manifesto

Name of candidate: ...Nicole Moreo



Name/Title/Company here: Nicole Moreo / Senior Vice President, Analytics / Ketchum

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:

- We need to gain more widespread engagement. We have more and more people “interested” in AMEC but are not sure how to turn that interest into participation. I think we need a better system to support member engagement and encourage networking.
- We need to define the clear value of being a member. I think it is still very unclear to people what that value is, and how best to use their membership.
- We need to generate a regular stream of content, events, education opportunities, publications, certifications etc. More and more people are becoming aware of AMEC, but the number is still very low- or people see it as that “AVE/ basic measurement group.” We need to have a steady stream of content/ events that span the spectrum of “entry level” to “advanced” – and we need to connect with industry partners outside of the PR world to achieve this.
 - I believe we need to update the Barcelona Principles for 2020 and would be happy to lead this initiative. To do this, I would enlist the support of David Rockland, one of the original Barcelona Principle authors, and would look to bring in a whole new generation of supporters. I think this would help make the principles- which are still regularly cited today- more relevant and up to date.

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

- As the current North American Chapter chair, I have led a “re-building” period. Our chapter had gone quiet and was leaning on the same people for more and more. I worked to push members to provide a primary, secondary and tertiary contact- expanding our contact list, meeting attendance and engagement. I would look to bring a more formal process to the new levels of engagement by formalizing working groups. These working groups would align with the interest areas the chapter has already flagged – networking, student education and connection, measurement month, and industry partnerships. I would bring the lessons learned, and work to create an “engagement playbook” to support members across the regions.
- I would bring a network of connections. I have worked tirelessly to loop in more and more members, make connections across the industry and look for ways to share best practices. I now have a network of leaders in this area that I can tap for support, content and connections. I think our chapter is hungry to uncover more value from the relationships they can make- and I hope to support that moving forward.

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

- I have been invited to regularly speak at industry events. I always make a point of including AMEC content- not just my company's. I will also be sure to continue to promote the AMEC brand outside of PR events- like the recent AdWeek webinar I presented. I will look to continue to do this and spread the AMEC brand and look for more and more members.
- I was voted to the Holmes Report list of Top Innovators- I would look to continue to bring that innovation mindset to AMEC. PR and Communications is too often seen as siloed and "old school" – I look forward to bringing ideas and suggestions to integrate more of the holistic analytics mindset into AMEC- and make sure that people see our value outside of the Traditional Media Intelligence space.

Electronic signature:

Nicole Moreo

Date 11/18/19