

(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>	Richard Bagnall
in the Board category for <i>(please circle one)</i>	Full
as a representative of <i>(name of company)</i>	CARMA and current AMEC chairman
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	<p>Richard's has provided leadership, experience and guidance to the measurement industry over the past two decades. As Founder Director of one of the great measurement practices, as well as leadership roles in two highly respected global businesses, he has the depth of experience which benefits both AMEC and the wider industry.</p> <p>He works tirelessly to raise both the standards and the profile of our industry, and has been instrumental in the development of our major programmes on a global level. He works hard to ensure our organisation is inclusive across the globe and demonstrates this commitment by speaking on behalf of AMEC around the world.</p>
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>	to follow separately
He/she has given their consent <i>(please circle)</i>	Yes
My name is	Jerry Ward
I am the representative of the Member company or individual named here.	Press Data
Date	12 November 2019
Signed	

(1) AMEC Nomination paper for election to the 2020 board:



(2) Election Manifesto and Personal Statement

Name of candidate: **RICHARD BAGNALL**



Richard Bagnall, Co-managing Partner CARMA International

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:

At our heart AMEC exists to grow the market for the benefit of all our members. We do this through ongoing educational initiatives and the promotion of best practice. I am a passionate and proven believer in the importance of this work and will ensure that it continues. I will work hard to conceive, drive and deliver new educational resources, tools and guides while capitalising on our existing ones.

We must embrace the changes that continue to sweep through our industry. Our membership needs to be widened to include the many types of business that operate in our space. We need to become a much broader church with more members from PR agencies, in house departments / 'corporates', digital analytics, social media monitoring platforms and traditional market research. This important work has begun. I will ensure that it is continued and will work hard and fully support our membership group to deliver it. Additionally I will work to ensure that AMEC members don't just stand for the 'measurement' of comms, but are also forward looking with a focus on the insights, planning & strategic benefits our services bring too.

We must support our new global managing director. After 11 years with the executive team led by the old CEO, Johna Burke has brought much change and fresh impetus to AMEC. I will use my AMEC experience and PR evaluation experience to support Johna to the fullest extent possible and to ensure that she succeeds. With Johna based in the USA, I will support and continue to nurture longstanding and important relationships with key people and organisations in the European market, and further afield.

We must help our international chapters to be effective in their important regions. I will support initiatives to raise awareness of AMEC and our work around the world in important markets. This calendar year alone has seen me speak and represent AMEC at events around the world, including the Philippines, Hong Kong, Singapore, Portugal, UAE, Thailand, Hungary and the USA.

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

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

A quarter of a century of unprecedented experience, relationships, commitment and hard work:

Relevant Industry Experience

- I began my career in public relations in the early 1990s before moving into the emerging communications measurement, evaluation and insights sector.
- In the last 25 years have run some of the world's foremost media intelligence businesses, including Metrica, Gorkana Group, PRIME Research and CARMA International. As a result, I have unique experience and understanding of the challenges faced by most of AMEC's various member categories. My PR career covers both in-house and agency, my evaluation sector experience spans independent consultancy (Comms Clarity Consulting), building a successful start up (Metrica), running international divisions of large privately held companies (PRIME Research and CARMA International) through to running the global measurement practice for a Private Equity backed conglomerate (Gorkana Group).

AMEC Experience

- I have been a board director and active participant in AMEC since the first days of the organization. Metrica was a founder member of AMEC 22 years ago with many of the first board meetings being held in our offices in Covent Garden in the 1990s.
- I am the current chairman and have served on AMEC's board through the years on multiple occasions.
- I have participated in and led some of our most successful groups, including the social media measurement group and the Integrated Evaluation Framework Group.

Energy and Commitment to AMEC

- I care passionately about AMEC's success and as a result offer full commitment in terms of my time and energy to the organization.
- I led our work on some of our best-known initiatives and most prized assets that have delivered work of real value. These include the social media measurement frameworks, the social media measurement user guides, and the Integrated Evaluation Framework & Resource Centre.
- I continue to drive our direction and output. Under my chairmanship, we conceived and delivered the Measurement Maturity Mapper and our latest initiative, the Planning Guide.
- I led the succession planning team which concluded the search for a new CEO with the appointment of Johna Burke. To save AMEC money, I conducted the search and led the recruitment process. Over 120 candidates applied for the role.
- I speak at numerous events around the world and in the UK where I represent the whole AMEC community and promote best practice, our assets and initiatives. In addition to a heavy public speaking commitment, I am often featured in articles, blog posts, podcasts and YouTube videos. I have also contributed chapters to 4 books, all spreading our message, highlighting our tools and raising our awareness.
- I represent our interests with other organizations and trade associations. I'm a member of the UK Government's GCS Evaluation Council, the PRCA's PR & Communications Council and a member of the CIPR having worked on its social media group for 4 years.
- Recognizing my energy and commitment to AMEC I was honored to be awarded Lifetime Fellowship of AMEC in 2015 and inducted into the PR News PR Measurement Hall of Fame in 2017.

Electronic signature: Richard Bagnall

Date: 16.11.19