

(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>	Simon Gebauer
in the Board category for <i>(please circle one)</i>	<u>Full</u> / International Research / Associate
as a representative of <i>(name of company)</i>	»OBSERVER« GmbH
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	Simon has more than 10 years experience in the industry and has been for 4 years Chief Commercial Officer and is in charge of Operations and Clients. He started as Head of International Dept. and has attended Congresses for many years and is fluent in English
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>	<u>Yes</u> / No / N/A as self-nominating
My name is	Florian Laszlo
I am the representative of the Member company or individual named here.	CEO of »OBSERVER« GmbH
Date	11 <sup>th</sup> of November 2019
Signed	

Please email completed nomination forms to [juliewilkinson@amecorg.com](mailto: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:** Mr. Simon Gebauer



**Name/Title/Company here:** Chief Commercial Officer, »OBSERVER« GmbH, AUSTRIA

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:

**After 10 years of experience in the Media Intelligence industry acting in various roles, such as a media analyst, key accountant, sales representative and most of all as a strategic consultant to clients from the industry, I am convinced that as an AMEC board member I can make a significant contribution towards furthering AMECs mission and strategy – especially in terms of heightening the awareness of AMEC in the German-speaking world and reaching out to a wide array of professionals in the industry – especially the young generation of communication professionals. In addition, the implementation of media evaluation results and communication research and setting new industry standards through best practice exchange across organisations could be a further**

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

**focus of AMEC in the coming years – to ensure that we do not only measure and evaluate our results but also use and learn from them. The media intelligence industry in German-speaking countries is still very focused on AVEs as standard evaluation practice – or alternatively, there is a complete lack of any evaluation of communication and PR work. I believe I can promote the values, tools and methodologies of AMEC (especially the Interactive Evaluation Framework as well as the Maturity Mapper) within my networks in the local PR industry in Austria as well as in neighbouring markets and advise on how to put them into practice – in other words, accelerate AMECs outreach and overall impact in the sector in this part of the world.**

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

**As a board member I would first and foremost take responsibility and support AMEC's mission around education and innovation in various ways. The first step would be to strongly promote and represent AMEC in the scope of the AMEC Summit 2020 in Vienna, and spread the message on the importance of media evaluation and communication research and it's significance for the development of the industry. In addition, it could be useful to set-up an interdisciplinary cross-sectorial working group composed of experts and researchers from communications and other disciplines to exchange on evaluation methodologies and practices. Moreover, the establishment of an informal network of PR professionals and leaders on a local level focused on sharing practices related to successful media measurement may be useful, also in light of further cascading lessons learnt to the AMEC board. I will be happy to facilitate this by using my own and »OBSERVER«'s network of partnering organizations and clients from the industry.**

Signature:

Date 11/13/2019

