

(2) AMEC Nomination paper for election to the 2021 board:



2) NOMINATION FOR ELECTION TO THE BOARD

I wish to nominate <i>(name of person)</i>	Barnaby Barron
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	Barney's experience in global communications and research spans ten years. During this time, he has been instrumental in bringing innovation to some of our largest clients at Cision. Barney would make a fantastic addition to the board, bringing in fresh thinking to attract future leaders to AMEC.
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	Nadin Vernon
I am the representative of the Member company or individual named here.	Cision
Date	19/11/2020
Signed	

Please email completed nomination forms to juliewilkinson@amecorg.com to arrive not later than Friday 20 November, 2020 by midnight in your respective time zone.

Johna Burke
AMEC Global Managing Director

(2) AMEC Nomination paper for election to the 2021 board:

V261020



(2) Election Manifesto and Personal Statement

Name of candidate: Barnaby Barron



Barnaby Barron, Insights Director, CISION:

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:

- **We must support a new generation of members into our growing industry.** We do this by raising awareness of the efficacy of communications analysis and by raising awareness in the industry. I am extremely passionate about making sure we have the best and brightest coming into our industry to help drive continuous improvement. I would work hard to create and leverage existing educational materials to upskill those within our industry. As well as focusing on existing members & people working in member organisations, I would aim to reach new audiences at universities, with a particular focus on those with a scientific background.
- **We must embrace and drive the coming innovation to our industry.** AMEC does this by advocating for and creating best practice, such as the Barcelona Principles and Measurement Framework. AMEC also assists this by reminding users of the danger of vanity metrics such as AVE. If I was successful in being nominated to the AMEC board, I would invest time in highlighting new research methods to help members understand which new technologies can be used to understand the effectiveness of communications. I would focus a particular effort in the integration of different data sets, something I have had great success with when it comes to showing a causal link between client work and results.
- **We must facilitate increased diversity within AMEC to reflect our growing and diverse industry.** I have a very strong belief in Diversity & Inclusion within all walks of life and business. There is strong empirical evidence showing that organisations with a focus on diversity & inclusion achieve better results. With this in mind, I would work to support existing Diversity & Inclusion initiatives inside AMEC. This diversity would range from the people working within AMEC to the companies represented at AMEC. I would facilitate the creation of a number of chapters within AMEC aiming to create platforms & networks for groups who are underrepresented within the industry. Furthermore, as companies working in the world of data, it is imperative member organisations understand these bias intrinsic in society and how it can impact data and insights.

(2) Candidate Manifesto statement for the position of AMEC Director on the 2021 Board

What I would bring to the AMEC Board:

10 Years' Experience and a proven track record of promoting Innovation

Relevant Industry Experience:

- I was driven to the world of Communications analysis after completing a Masters Degree in Physics from Cardiff University. During my degree I specialised in analysis of Chaotic Systems. I then found a natural calling in the world of communications, as the world of Earned & Social media are intrinsically chaotic ones. I feel this scientific background has given me a great foundation in the world of communications analysis, particularly with the ever-growing data we work with.
- 10 years ago, I had a brief time working in Marketing and Public Relations, which gave me a foundational understanding of the work that occurs for PR professionals on the client & agency side.
- Following that I moved into a Data Analyst role at Gorkana and over the last 8 years have grown into a key leadership role within Cision.
- During that time, I have run, and grown some of the accounts I have managed to be the largest Insights programmes at Cision. Insights I have been responsible for have impacted the decision making at some of the biggest companies in the world. I have also managed programmes that have achieved 6 AMEC awards (including 3 gold) during my time at Cision.
- I have a strong understanding and appreciation for not only the data and methodology that is required to run a large insights program, but also the change management that is key within businesses to facilitate a culture open to taking onboard insights.
- Internally I run a number of initiatives to improve the quality of insights across all our teams, most recently including sessions on some of our Outcome data including Web Hits, Surveys and our latest technology Cision Impact.
- I have a Grade 6 in public speaking from the London Academy of Music and Dramatic Arts, and love presenting publicly, something I would relish the chance to do more if elected to the board.

Customer focused:

I have included a quote from customers of mine below to demonstrate my focus on Customer solutions and Innovation in our industry:

Jamin Spitzer, Abacus Insights Partners:

"I worked with Barney closely for about five years when I created (and then ran) the Comms Insights function at Microsoft. During that time, Barney was instrumental in helping Microsoft standardize onto a single modern platform to meet the needs of one of the world's most complex organizations. He understands how to support Enterprise customers."

Additionally, as we built the Comms Insights program around improving how Microsoft PR communicates, Barney was a driving force of innovation – finding original ways to understand media coverage, driving novel lines of inquiry, pioneering revealing visualizations and helping to build long-term credibility for the program."

Wholehearted recommendation!"

AMEC Experience:

- I have attended two of the AMEC conferences (London & Barcelona), learning a huge amount from the experience and sharing the knowledge gained with the wider Cision Insights Team.
- Earlier in my career I successfully completed the AMEC International Certificate in Measurement and Evaluation, achieving a pass with Merit.
- For the last 6 months I have been part of the AMEC Young Leaders Group.
- During my career I have done a number of presentations at AMEC events and non-AMEC events and would continue to undertake such activities if I was elected to the AMEC board.

Thought Leadership

- White Papers & Content
 - High Media Performance, contributed chapter on Insights and Analysis, Raconteur, <https://www.cision.co.uk/resources/white-papers/high-performance-media/>
 - The Biggest Reputational Risk Factors in the Technology Sector, author, Cision, <https://www.gorkana.com/about-gorkana/white-papers-and-digests/the-biggest-reputational-risk-factors-in-the-technology-sector/>
 - CES Technology Trends, author, Cision, <https://www.gorkana.com/2018/02/barnaby-barron-cision-insights-reveals-the-top-tech-trends-from-ces-2018/>
 - Fake News & Communications, contributor, PR Newswire <https://www.prnewswire.co.uk/content/dam/prnewswire-co-uk/resources/FakeNewsAndCommunications.pdf>
- Presentations
 - Future of Influencer Analysis, PR Moment Conference
 - Trends in Media Insights, AMEC Young Leaders Event

Electronic signature: Barnaby Barron

Date: 16/11/2020