

(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>	Francois van Dyk
in the Board category for <i>(please circle one)</i>	Full Membership
as a representative of <i>(name of company)</i>	OrnicoGroup
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	<ul style="list-style-type: none"><li>• I am familiar with the Board requirements as I have served as a board director for the past two years.</li><li>• I am a prominent and vocal AMEC advocate in the African region</li><li>• I also serve on the AMEC Education committee – developing and promoting new AMEC educational material.</li></ul>
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	Francois van Dyk (self-nomination)
I am the representative of the Member company or individual named here.	Yes (OrnicoGroup – Head: Operations)
Date	Monday, 16 November 2020
Signed	

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

Francois van Dyk

PASTE PHOTO IN HERE



### **Name/Title/Company here:**

**Francois van Dyk | Head: Operations | OrnicoGroup**

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:**

As a serving member of the AMEC Board I believe my work on building a bigger focus on Measurement and Evaluation best practices in the Africa region still has a long way to go. An AMEC

## (2) Candidate Manifesto statement for the position of AMEC Director on the 2021<sup>19</sup> Board

Board director position assists greatly in working towards this objective and hence I am making myself available to continue for another two-year period, should AMEC full members obviously allow it.

- To continue building and strengthening the international scope of AMEC's work
- Strengthening the AMEC Education initiatives
- Focusing specifically on the promotion of best measurement and evaluation practices in Africa. This specific region is still vastly under-represented and receives little attention. As it still poses great growth and investment opportunities the time is now to focus on improving communication professionalism, particularly PR measurement and evaluation.
- Growing AMEC awareness and membership in the Africa region

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

- I would remain representing Africa on the AMEC Board – increasing the international mandate of the organisation.
- I have 29 years Public Relations and Corporate Communication experience – including 18 years in the media intelligence space – both from editorial and advertising perspectives
- I have attended all AMEC Summits since Ornico became a full member in 2013 – Amsterdam (2014), Stockholm (2015), London (2016), Bangkok (2017), Barcelona (2018), Prague (2019) and the AMEC virtual Summit (2020) and participated as a panellist or moderator in all these Summits with the exception of Stockholm (2015) and the Virtual event (2020)
- In total I have now participated in or presented Best Practices for Measurement and Evaluation in 10 countries giving me extensive international experience.
- I organise and run the major AMEC Measurement Month events in South Africa. The Public Relations Institute of Southern Africa (PRISA) has hence now become a major supporter of this annual initiative.
- I have published various articles and interviews to promote best practices. (can be provided on request)
- I have served on the AMEC Business Development Committee (2014) and then joined the AMEC Education Committee on which I continue to serve.
- I serve on the Measurement Council of the IAB South Africa (Interactive Advertising Bureau South Africa)
- I completed the AMEC International Certificate in Measurement and Evaluation with distinction (2016)
- Ornico and I are dedicated advocates of our continent and for best measurement and evaluation practices. If we want Africa to feature on the global stage we cannot be left behind but should start leading.
- The journey to better measurement is still in its infancy on the continent – and a lot of work remains.

Electronic signature:



Date: **Monday, 16 November 2020**