



(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: Steph Bridgeman



Name/Title/Company here: Founder and lead consultant, Experienced Media Analysts

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:

- **Education** – having been heavily involved in the creation of AMEC's soon to be launched online foundation course, the next phase will be about marketing this resource to members and non-members, looking to maximise the revenue opportunity from sales of this course to non-members. I am passionate about continuing this work and am keen to forge closer links between AMEC and education providers (universities, technical education providers) to continue to inspire the next generation of candidates to enter our profession.
- **Awards** – each year I support several companies with their AMEC award production. 2020 was a record year, with 16 entries shortlisted for various clients and 10 'medal winners'. My enthusiasm for measurement can help drive entries to AMEC's awards scheme, encourage wider participation and help drive revenue for AMEC.

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

- **Holistic or channel agnostic measurement** – having worked as a back-office partner to many AMEC full and associate members, I consider myself independent, platform agnostic - even channel agnostic. Blended data sources will become increasingly important in our industry going forward. My experience and professional inspirations look beyond earned news media measurement – to incorporate owned media insights, navigate Google Analytics and consider search outcomes.

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

I have the following skills which I would bring to the board:

- 1) Seven years' non-executive board experience. Since 2013, I have been an 'independent board member' / non exec director of a UK further education college, having sat on its merger steering group and audit committee. The college has an annual turnover of over £30m.
- 2) Running my own SME since 2004, responsible for strategy, sales, marketing, relationship building, quarterly VAT returns, end of year accounts. This 'virtual agency', home based since its inception, has extensive experience of managing, nurturing, and motivating remote international teams. I understand the new challenges that many peers now face related to work from home: motivation, resilience, unstable income, resourcefulness, mental health concerns, loneliness and isolation.
- 3) Experience working collaboratively with many AMEC members. This provides insight into the opportunities and challenges facing all types of member, from full member evaluation and monitoring specialists to PR agencies. This has given me experience of big budget and small budget measurement.
- 4) Making measurement approachable no matter what the budget. Exciting measurement work is taking place among smaller agencies and nimble PR teams, often on limited budgets. As a bronze medal winner in the 2020 AMEC awards 'small budget' category, I can demonstrate how meaningful measurement can be carried out imaginatively on a budget.
- 5) Proven capacity to give of my time freely to AMEC – heavily involved in the design and development of AMEC's new online foundation course, which took about a day a week of my time during Q1/Q2 2020.
- 6) Strong interest in skills development. I am passionate about skills and training; I want to encourage the next generation of talent by inspiring future leaders of the measurement world. Through my voluntary work as an FE college board member, enterprise adviser for the Careers & Enterprise Company, and also my work on the AMEC education group, I am dedicated to bridging the gap between education provision and professional practice. Moreover, my experience has shown that clients who understand measurement gain the most value from it, hence why I believe education is key to the future of long-lasting and fruitful client relationships.

Electronic signature:




Date - 9th November 2020

(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>	Stephanie Bridgeman
in the Board category for <i>(please circle one)</i>	Individual
as a representative of <i>(name of company)</i>	Experienced Media Analysts
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	Steph has been an enthusiastic supporter of AMEC for around 20 years and has worked as an employee of or supplier to many AMEC members since 1999. Having served both on its Young Leaders' Group and Education Group, she has given generously of her time to AMEC over many years.
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	Colin Wheeler
I am the representative of the Member company or individual named here.	Colin Wheeler / Survey Solutions Ltd
Date	6 November 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