

## (2) Notes of the Q4 2019 AMEC AGM Meeting

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The AMEC 2019 AGM was held on Thursday 5<sup>th</sup> December 2019 at 13.15pm GMT at Bankside 3, Southwark Street, London, SE1 0SW and via conference call.

**Present in person:** Richard Bagnall, AMEC Chair, CARMA (RB); Johna Burke, AMEC (JB) Allison Adams, HK Strategies (AA); Andy West, Hotwire Global (AW); Ann-Sofie Krol, By Brick (AK); Ben Levine, FleishmanHillard (BL); Carlos Diaz, Globalnews (CD); Colin Wheeler (CW); Claire Pimm, GCS (CP); Jerry Ward, Press Data (JW); Jose De Buerba, World Bank (JD); Julie Wilkinson, AMEC; Nicole Moreo, Ketchum (NM); Timo Thomann Rompf, Cision (TR). **Present via conference call:** Aseem Sood, Impact Research (AS), Francois Nicolon, Kantar (FN), Francois Van Dyk, Ornico (FD), Maya Koleva, Commetric (MK); Khali Sakkas, Isentia (KS); Jon Meakin, Grayling (JM); Tracy Bell, Bank of America (TB), Sergio Franco, Boxnet (SF); Petra Masinova, Kantar (PM); Prashant Saxena, Isentia (PS); Audrey Melicine, BFBS (AM); Magdalena Horanska, Newton Media (MH); Arik Brutian (AB); Florian Laszlo, Observer, Simon Gebauer, Observer (SG); Kate LaVail, H+K; Todd Murphy, Universal Information (TM); Gerard McNamara, Intrado (GM); Nicole Tsynman, Talkwalker (NT); Carlos Villa, BUHO (CV); Kelly Byrd, Onclusive (KB); Barnaby Barron, Cision (BB) , Fahmeed Afridi, (FA).

### 1.0 Welcome and Apologies

(i) JB welcomed members and expressed appreciation to those who have dialled in and those who have travelled to attend the meeting in person today and confirmed no specific apologies for absence.

### 2.0 Approve the minutes of the AGM, 6th December 2018

(i) JB asked for acceptance of the Minutes of the 2018 AGM.

#### **Actions:**

- CD proposed the Minutes were accepted. AS seconded and the proposal was unanimously carried.

### 3.0 Adoption of accounts to 31.12.18

(i) JB asked for member's adoption of the 2017 Accounts.

#### **Actions:**

- CW proposed the Accounts for 2018 accepted. BL seconded. Official 2018 Accounts were adopted.

### 4.0 AMEC Board Elections 2019, announcing the AMEC Board for 2020

- JB reprised the results of the AMEC elections and announced the members who had been successfully elected. Full results are also available on the AMEC website. JB told members this had been the highest number of candidates vying for seats and the elections had been a hard fought contest with very small margins in the results, she added encouragement to those candidates who had been unsuccessful to find meaningful ways to volunteer and still get involved, adding that for AMEC to continue to be an effective organisation we need ideas, volunteer help and leadership and she will be reaching out to each candidate to make sure that happens and hopes to see them run again in the 2020 elections.
- JB said it would be remiss to not take the opportunity to thank those Directors who have given great service and now leave the Board by rotation. Recorded thanks unanimously supported.

#### **Actions:**

- JW proposed the AGM results were ratified. TR seconded. Official 2020 Board ratified.

### 5.0 Chairs Report for 2019 – Richard Bagnall

(i) RB welcomed members and underlined the critical importance of AMEC members, representing the AMEC brand and helping to achieve the organisations successes. RB said he would ask every member to continue to support AMEC events, the Awards and the Summit as key deliverables in the AMEC calendar, and in what had been a transitional year to new leadership in JB he thanked them for their support throughout 2019. RB asked for thanks to be recorded in the minutes to the executive team for their hard work in 2019 as the executive team had worked hard throughout the year to ensure AMEC continues to deliver for members. RB was delighted to report the transitional year had been another year of growth, that members continue to be attracted to AMEC because of what it stand for, the credible voice of evaluation, the very reason AMEC was created was to educate the marketplace to grow the industry and that drive continues.

RB highlighted some key achievements for 2019:

- The AMEC Global Summit continued to grow with over 300 delegates attending Prague with a successful agenda. AMEC has seen a large focus on the development of Special Interest Groups this year delivering ongoing benefit to members and creating member growth opportunity.
- RB expressed sincere thanks to the AMEC Not for Profit leadership team; Natalia Vaccarezza, UNICEF and Jose De Buerba, World Bank who have worked hard and injected such energy into their SIG the membership category has seen 100% growth. The team organised a first AMEC free half day NFP dedicated event during the Prague Summit which saw 17 global well recognised organisations represented, in addition for Measurement Month RB had himself spoken on a free

dedicated webinar illustrating the use of the AMEC IEF for NFP's and it had been incredibly successful creating valuable content for members to use ongoing. He added the team's success at planning and then determined execution of goals was a model of success and he is excited to see more in 2020.

- RB also gave thanks to the success of the AMEC Agency Group who launched the "Common Ground" initiative during the Global Summit and have since gone strength to strength growing membership as a result of activity, and very importantly engaging and bringing AMEC to the attention of PR Agencies, helping create a safe space for collaboration. Through a programme of member engagement and working groups the Agency Group is also going from strength to strength and RB thanked JM for his leadership on this SIG.
- AMEC Measurement Month had once again seen vibrant activity during November and continued to be a flagship event, a great asset to support what AMEC exists to do, to promote best practise and education. RB said there had also been other means of communication including podcasts, webinars, and thanked Jesper Andersen for leading the release of the latest E-Book and record thanks to all members who had been involved in the project. Also thanking Gemma Moroney for the planning primer launched during Measurement Month which was an important first step in developing more resources and tools for the AMEC suite.
- Looking ahead to 2020 after the successes of the Prague Summit, AMEC is looking forward to another fabulous conference in Vienna, June 2-4<sup>th</sup> June 2020 and urged members to book hotels and delegate places as soon as bookings opened which would be soon.
- A large focus continued to be on developing AMEC assets and educational materials RB said the AMEC College had seen the strongest year yet in terms of students participating in the Certificate course and with the exciting development of a free to members introductory course to be launched soon as a benefit of membership and other new course developments planned for 2020, there was many opportunities for AMEC to continue to help educate the market in the pipeline. AMEC educational assets also planned for review and refresh include the Barcelona Principles and a refresh of taxonomy to make it accessible and user friendly.
- A vital membership category review will be undertaken in 2020 looking at the changing markets and ensuring we remain relevant to all, this in turn will open up growth opportunity for the organisation and create more opportunity for all, there is a commitment to developing a corporate/in-house category of membership to create a safe space for peer collaboration on the challenges of measurement and how we can help and ensuring all member groups and SIG's have the relevant category appropriate for them.
- RB said the AMEC College had seen the strongest year yet in terms of students participating in the Certificate course and with the exciting development of a free to members introductory course to be launched soon as a benefit of membership and other new course developments planned for 2020, there was many opportunities for AMEC to continue to help educate the market in the pipeline. AMEC educational assets also planned for review and refresh include the Barcelona Principles and a refresh of taxonomy to make it accessible and user friendly.

RB summarized that he would offer thanks to every Board director leaving and welcome those joining as critical to the success of AMEC, he urged members to view what they could bring to AMEC to help achieve the heart of our mission for the benefit of all. RB finished adding he was extremely grateful to have been re-elected and pledges to continue to do everything possible to further AMEC, it is a mission close to his heart and one which he is happy to continue to drive.

## **6.0 GMD Report for 2019 – Johna Burke**

JB thanked RB and said as her first AGM report as a Global Managing Director thanked him for covering most highlights, and would like to add:

- In my first year as GMD we have shared best practice and AMEC resource presentations on an amazing six of the seven continents (still looking for that measurement and evaluation member in Antarctica!). JB said she has personally spoken on behalf of our members in Asia, North America, South America, and Europe.
- Our board of directors have also been busy representing AMEC and global best practices across continents raising profile and the value of members associated with measurement and evaluation best practices. Thank you to our members who have hosted myself and other board members as we bring a new supportive voice and resources to your region. Your hospitality and enthusiasm for learning and thought leadership is an inspiration to continue to forge ahead with our work.
- When I took the leadership role of AMEC some of the feedback was that AMEC was sometimes perceived as too much of a UK and US brand and I think it is safe to say we are shattering that mindset.

## **(7) Member Questions**

(i) Members unanimously accepted the reports and there were no further questions. There being no other business the meeting finished at 13:41.

**Johna Burke**

Global Managing Director

**16<sup>th</sup> December 2019**