



(6) Election Manifesto / Personal Statement



Candidate name/organisation and job title here: GlobalNews Group, COO
Representing region category: Latin America

I ask the AMEC members in the LatAm Chapter to vote for me and support my candidacy to become a Chapter leader.

I plan to support all of the efforts and initiatives of AMEC during my term and commit to volunteering my business experience and organization resources to advance the issues and areas of interest listed below.

Our industry in LatAm is not yet successful enough to consistently convince our clients that measurement and evaluation of their management can and must give them a clear picture of their performance. This might be perceived as a threat, but to me it shows the potential for improvement is enormous and needs to be urgently and sustainably addressed.

We have been unable to build a robust primary source of research that gives insights about awareness of AMEC, of the Barcelona Principles, of good measurement practices, and this is a pending matter in which time and effort should be invested.

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Measuring and evaluating communication must be a science, but our approach needs to be cultural and local. Under my management, the Latin American chapter of AMEC will necessarily have to contain and follow a strategy that meets this golden threat: concrete and measurable objectives based on previous research, tactics that can respond to the interests of the different stakeholders, and measurement and evaluation that can account for the results. Our measurement work can and should be inspirational and aspirational.

Secondary sources will allow us to approach an effective communication strategy. According to AmCham's KCI (Key Communication Indicators) study in Argentina in 2020, for example:

We can argue that measurement is not sufficiently internalised in the areas of Communication. Although 90% of the companies in the sample have media monitoring, only 35% have specific metrics to measure the performance of media communication,

91% of the companies measure during a crisis, but only 50% continue to do so after the crisis is over, sponsorship actions are always measured in only 12.5% of cases,

78% do not monitor corporate brand reputation.

Based on these findings, the strategy must not only strengthen AMEC awareness, but at the same time, it must account for the relevance of good practices at measurement and the methods to carry it out. Finally, it should guide our clients on how measurement can be key to their decision making.

Because of the restrictions on all types of activity generated by the pandemic and which affected our networking, the AMEC LatAm Chapter needs and must be re-launching the following actions:

- surveying our stakeholders about their use cases, needs and concerns,
- expedite the translation and release of supplementary materials to be launched by AMEC, both in Spanish and Portuguese,
- coordinate guidelines for the publicity activities of the chapter and its member companies around AMEC,
- to encourage boot camps and workshops, which can provide methodological guidance to our clients,
- providing more and better-written materials and handbooks that our clients and colleagues can find at the time they require them, and not necessarily when they can attend an event.

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We absolutely must think of additional tactics that can respond to the use cases of our clients. The Latin American PR practitioners who still use vanity metrics or even valueless metrics such as AVEs will probably feel alone, disoriented, and when they look for how to get to AMEC's best practices, they will not find them in the first place.

We should begin to focus on those key points, to create less celebratory events and more tools, with SEO in mind, so that the material is available for our Latin American PR pros to discover best practices when they are concerned about how to measure their performance.

A common deficit in the skills of our stakeholders is the lack of knowledge in measurement methodology. We have also had this deficit and this should push us, even more, to be aware of these shortcomings and to be able to solve them from the media intelligence industry.

For these reasons I ask for your support, but not only for your vote but also for your strong accompaniment to strengthen the accountability of communication management in our region.

I consider ourselves recognised and qualified to achieve these objectives. I have a distinctive footprint, with a significant impact in 17 Latin American countries.

In my 14 years of experience in the media intelligence industry, I have been closely involved in AMEC: contributing translations, participating in summits and awards, being part of expert panels and interacting with different stakeholders: clients and colleagues around the world. It is for this reason that I feel I am the right person to drive and grow AMEC's knowledge of best practices and ultimately, the expansion of our footprint in our beloved region.

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Electronic signature: CARLOS ALFREDO DÍAZ

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