

(2) AMEC Nomination paper for election to the 2022 board:



2) NOMINATION FOR ELECTION TO THE AMEC BOARD OF DIRECTORS (BOD)

I wish to nominate <i>(name of nominee)</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 them for election to the Board:	I have been part of the Media industry for over ten years, working a CISION for that time moving through several roles before ultimately becoming UK Head of Insights. For the last year I have been part of the AMEC board as a co-opted Director.
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
Nominee has given their consent <i>(please circle)</i>	N/A as self-nominating
My name is	Barnaby Barron
I am the representative of the Member company or individual named here:	CISION
Date	15/10/2021
Signed	<i>Barnaby Barron</i>

Johna Burke
AMEC Global Managing Director
V230921



(2) Election Manifesto and Personal Statement



- **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. During the last year I have supported initiatives within the AMEC board such as 25 Rising Stars, AMEC Integrated Evaluation Framework and offering CISION space to host university students and presenting to them on AMEC next year. I would be thrilled to continue supporting this activity.
- **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. During the past 12 months, I have spoken at 6 different online conferences, webinars and industry events. At all of those I have referenced AMEC and their work, with many presentations including detailed discussion of IEF and M3 tools.
- **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.

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.

(2) Candidate Manifesto statement for the position of AMEC Director on the 2022 Board

- 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:

- For the past year I have been part of the AMEC board, collaborating with others on key initiatives, sharing perceptions of the industry from CISION one of the largest providers in the market and driven activity around improving our copyright knowledge information. I would be thrilled to continue this work.
- 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.
- 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. In the last 12 months this has significantly increased with 6+ industry events.

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