

Election Manifesto / Personal Statement

James Crawford FPRCA, managing director of PR Agency One and current AMEC board member



In the two years I have served as a board director at AMEC I have helped further the use of measurement and evaluation within the communication industry but there is so much more to do.

My first term on the AMEC board has also shown me just how much more work is needed within the communications sector to raise standards. There are pockets of excellence and innovation and there are also far too many practitioners which are failing to embrace even the most basic of measurement and evaluation principles. This has to change.

Those of us close to measurement will know all too well about key AMEC initiatives the Barcelona Principles, the AMEC framework, the Maturity Mapper, Mentoring and other AMEC initiatives such as the AMEC College, The Summit and the AMEC Awards. Sadly, far too few organisations know of these initiatives or are using them fully. The status quo will not do and I propose to change the industry and make it a better place to work and deliver value for clients.

If I am re-elected I propose to:

Further the standards of measurement and evaluation at all levels throughout the PR industry from the smallest agency through to the largest agency or in-house communications department. There is no need for budget to be a barrier to good communications. There are enough tools and resources out there for us all to make improvements and focus on measuring outcomes. All organisations should be aware and using AMEC principles as standard. And all organisations should use the Barcelona Principles, the framework and all other AMEC tools and resources.

Continue to grow the AMEC Mentoring programme. During my first term I founded and launched the mentoring programme. I want to continue this initiative which aims to raise standards within our industry, among leaders and future leaders. <https://amecorg.com/mentoring-programme/>

Work with other organisations to further the AMEC message. During my first term I worked with the PRCA to launch the innovation forum, which aims to raise the profile of innovation within the PR industry. The first paper produced by the forum was on a new metric called Share of Search <https://www.prca.org.uk/innovation> where we explained the pros and cons of this new concept. I also ensured this paper kept usage of this metric within AMEC guidelines.

I am also now a fellow of the PRCA and hope to continue my work with this organisation. I feel alignment of the PRCA and AMEC membership base is crucial to delivering our AMEC goals.

I have also been involved in the AMEC 25th birthday celebration, supporting Andy West, Measurement Month and presented at the Summit. I have also spoken at the PR Week Measurement Conference focusing on using the AMEC framework as way to measure commercial outcomes.

Further the goals of the AMEC agency group. The AMEC Agency Group is led by Jon Meakin. In my second term I am continuing support the group and help lead it, by supporting Jon to create more meaningful outputs from the group and its Common Ground Initiative. This is a big group and one which could and should help shape the PR industry in 2021 and beyond.

Grow AMEC's membership with an increased focus on commercial outcomes, such as SEO, lead generation and website analytics. I am a specialist in attributing PR activities to organisational outcomes. Commercial outcomes such as tracking website analytics, SEO and the like is still far too underrepresented within AMEC. I would like to encourage more innovation and greater focus on this important area, to help share best practice and increase membership in this important area.

Reforming or shaping AMEC membership. I also promise to make governance and membership of AMEC simpler because, if after two years in the job I still find it overly complicated, then clearly other people within our industry will do also. Some work has been done on this by fellow board directors and I applaud this effort. AMEC is a great organisation but there are some processes that are holding back membership growth which in turn is stopping AMEC from fulfilling its objectives. I propose to help drive reform of AMEC membership to make it easier to understand, and allow smaller organisations and join and get involved.

Think evolution, not revolution. Clear pragmatic changes for the better.

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



1) NOMINATION FOR ELECTION TO THE BOARD

I wish to nominate <i>(name of person)</i>	James Crawford FPRCA
in the Board category for <i>(please circle one)</i>	Full
as a representative of <i>(name of company)</i>	PR Agency One
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	<p>I have built a business since 2011 which put measurement at the heart of what it does. Our proprietary evaluation system OneEval predates the AMEC framework and has since been developed into three distinct products that focus on three areas: Commercial, Reputation and Brand. My personal interest is in commercial attribution. I am an expert in Google Analytics and tracking commercial outcomes of communications campaigns.</p> <p>I have held my position on the board of AMEC for two years. Despite that term coinciding with Covid, I have brought forward a wide range of initiatives such as the launch of the AMEC Mentoring initiative. I have also worked with industry trade bodies such as the PRCA to create the <i>PRCA Innovation Forum</i>, leading the debate on emerging metrics such as Share of Search.</p> <p>My work with AMEC has shown to me just how far the industry has come with improving standards but just how far it has to go too. Too few people know of key AMEC initiatives such as the AMEC framework, the Barcelona Principles, the AMEC college, the Summit, the AMEC awards and of course the benefit of membership. I want to change this.</p> <p>During this time on the AMEC board my contribution to measurement analytics and the PR industry in general has seen me be recognised as a fellow of the PRCA. Personal accolades are all well and good but I prefer people of action and I expect most people voting in this ballot do too. I am hard working and don't sit on boards just for personal accolades, I roll my sleeves up to deliver real initiatives that make a difference. These are detailed in my personal statement.</p> <p>I hope to continue my efforts and lead from the front.</p>

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

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 (please circle)	Attached
He/she has given their consent (please circle)	N/A as self-nominating
My name is	James Crawford
I am the representative of the Member company or individual named here.	Yes it is me ☺
Date	8 October 2021
Signed	

Johna Burke
AMEC Global Managing Director