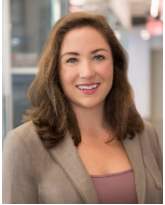




## (6) Election Manifesto / Personal Statement



**Candidate name/organisation and job title here:**

**Nicole Moreo**  
**EVP, Head of US Analytics**  
**Ketchum**

**Representing region category:**  
**North America**

*I ask the AMEC members in the North America Region 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.*
- We have been on a journey within the AMEC North America Chapter. Our goal has been to steadily increase AMEC awareness and to inject a higher level of engagement among our members. Pre-Covid we were formulating plans to increase networking and mentoring, but we hit a snag as a lot of these were in-person. We re-worked our plan and instead worked to connect people with similar backgrounds or those who had questions with those who might have the answers to support our members. Moving forward, my goal is to continue the positive momentum and focus on:
  - AMEC Awareness and Member Value
    - While it is steadily growing, I would like to continue growing the awareness of AMEC in North America. To do this, I would like to continue with elements that work and shift away from areas that we have struggled to gain momentum. These are listed later in this document.
    - When asked, members repeatedly say that one of their favorite parts of being an AMEC member is the networking, mentoring, and support they receive. I would like to continue to push our members to have a more engaged forum, while also uncovering new ways of connecting.
  - Key Strategies:
    - Thought Leadership Presence
      - We have cemented relationships with Ragan and PRSA to be included in their events as the “measurement” experts. I would like to work with them to get a clear outlook of all their events- including local- to maximize the visibility for our members.

**(6) Candidate Manifesto statement for the position of AMEC Chapter Director on the 2022 Board**

- “Ask the Experts” has been a very successful program for us. It required minimal effort from our amazing group of volunteers, and always garners a positive response and engagement.
- Create a formal editorial calendar where North America members can supply the AMEC blog with content
- Industry Connections:
  - Work to continue evolving our partnerships with other Industry groups. Double down on the connections that work, but also look beyond the PR Industry as well.
- College/ Student Connections:
  - Continue the work that has already started to find ways to connect more with College/ University partners.
  - Through continued partnership with the PRSSA and establishing a “career advice” panel of rising stars, we can work to make sure our job applicants of tomorrow are already well versed in the importance and value of research, data, measurement and analytics.

Electronic signature: Nicole Moreo

Date: 10/15/2021