

(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>	Rayna de Lange
in the Board category for <i>(please circle one)</i>	Associate
as a representative of <i>(name of company)</i>	DeLange Analytics
Please indicate briefly the experience of the nominee that qualifies them for election to the Board:	Rayna de Lange, CEO of DeLange Analytics, an independent research and analysis agency, is an entrepreneur, consultant and analyst. Prior to setting up her own company, specialised in integrated analysis of business and communications, Rayna was a founder and a head of the global media evaluation business of various companies. She is an author and mentor of numerous business strategies and projects in the media intelligence field worldwide. Rayna has been actively working to help the industry advance as a Chair of AMEC's College and Education group, a member of AMEC's European Chapter and the Social Media Measurement group. Rayna has also been a guest lecturer on communications measurement and evaluation in several universities.
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>	Attached
Nominee has given their consent <i>(please circle)</i>	N/A as self-nominating
My name is	Rayna de Lange
I am the representative of the Member company or individual named here:	DeLange Analytics
Date	15.10.2021

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

Signed	<i>Rayna de Lange</i>
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Please email completed nomination forms to juliewilkinson@amecorg.com to arrive not later than Friday 15 October, 2021 by midnight in your respective time zone.

Johna Burke
AMEC Global Managing Director
V230921



(2) Election Manifesto / Personal Statement



Candidate name/organisation and job title here: Rayna de Lange, CEO, DeLange Analytics

Representing membership category: Associate Members

I ask the AMEC members in my category to vote for me and support my candidacy to become a Director of the AMEC Board.

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 below forward during my term:

- **Education:** Education in research and evaluation has been AMEC's mission for years; education is also recognised by all members as a core value which AMEC brings to the industry. Through my work as a Chair of AMEC College and Education group since 2016, I have been in the centre of developing and releasing numerous educational initiatives, most recently AMEC's Foundation Course in Measurement & Evaluation. Now I am leading the creation of two new educational courses/tutorials on successful tools and resources (details to be revealed soon), supported by the great minds of my colleagues at the College & Education group and its subgroups. I believe those new initiatives, scheduled for release in 2022, will be of a great help for our whole community - members, partners, clients, academics, students, etc.
- **Innovation:** I see AMEC as an innovation hub. AMEC is the organisation which should trigger innovation in communications research and analysis, where all members can share best practices, disruptive approaches and successful new business cases. Because our common goal is to help our industry advance; our common challenge: to harness change through knowledge and expertise.

Under innovation, I mean:

- developing and implementing diverse and flexible methodologies, combining disparate types of data and analysis techniques to derive the most complete intelligence, translating it into actionable insights that answer actual business questions;
I believe this will bring us competitive advantage, yet, we, as measurement and evaluation professionals, must secure an exceptional level of quality in this approach, in the intelligence, in the accuracy of analysis and ultimately, in the validity of the insights and the recommendations.
- exploring and implementing new technologies in our evaluation practice in order to better optimise and integrate the variety of data and data sources, which would leave room for human analysts to perform their expert analysis in a more efficient way.

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

- **Challenges** (often, developments beyond our control): I believe we should continue together as an industry to search for the most efficient ways to overcome challenges such as:
 - closed social-media data (eg. from Instagram, Facebook, LinkedIn, dark social, closed chats) or missing data, which are essential for our work;
 - outdated metrics and practices which significantly harm the value and benefits of measurement and evaluation;
 - too conventional mindsets of some players and clients, which slow us down in our efforts to evolve, transform and thrive as businesses.

Electronic signature: 

Date: 15.10.2021



PERSONAL STATEMENT
By Rayna de Lange, CEO, DeLange Analytics

Being an active member of AMEC's community for the last decade, I am excited by the opportunity to put my nomination forward for a Board Director.

I believe my team and I should continue contributing to AMEC's efforts to lead our industry transform and advance in extremely challenging times. Moreover, I believe we all should cooperate to overcome challenges, be successful as businesses and beneficial to clients, because only our coordinated efforts could bring strong and timely results.