



Notes of the 2021 AMEC AGM Meeting

The AMEC Annual General Meeting 2021 held via zoom on Thursday 18 November 14.00-14.45

Present via conference call: Richard Bagnall CARMA (RB), Johna Burke AMEC (JB), Barnaby Barron Cision (BB), Elena Barvyn PR News, Gabby Begas IFAT Group, Olga Bobrus PR News, Steph Bridgeman Experienced Media Analysts, Mark Carrier Unicepta, James Crawford PR Agency One / AMEC, Jose De Buerba THE WORLD BANK, Rayna de Lange, DeLange Analytics, Carlos Alfred Diaz GlobalNews Group, Brandy Fleming Methods+Mastery, Simon Gebauer Observer GmbH, Lilia Glazova PR News, Brian John Herrera Media Meter Inc., Magdalena Horanska NEWTON Media, Esther Kagiri Globetrack, Sophia Karakeva DataScouting, Maya Koleva Commetric, Raina Lazarova Ruepoint, Jon Meakin Clarity, Nicole Moreo Ketchum, Marianne Morgan Citypress, Philip Odiakose P+ Measurement Services, Chris Paxton Hotwire, Claire Pimm National Resilience Comms Hub, Daniel Schaible, pressrelations GmbH, Geoffrey Sidari WE Communications, Aseem Sood Impact Research & Measurement Pvt. Ltd., Francois van Dyk Ornico, Carlos Villa buho Media, Jerry Ward Press Data Ltd, Andy West Westofcenter Ltd Carbo Yu Sinclair, Julie Wilkinson AMEC.

1.0 Welcome and Apologies

(i) JB welcomed members and expressed thanks to those who have dialled in to attend the meeting today and confirmed no specific apologies for absence.

2.0 Approve the minutes of the AGM 9 December 2020

(i) JB asked for acceptance of the Minutes of the 2020 AGM.

Actions:

- AS proposed the Minutes accepted. MK seconded and the proposal was unanimously carried.

3.0 Adoption of accounts to 31.12.20

(i) JB asked for member's adoption of the 2020 Accounts.

Actions:

- JW proposed the Accounts for 2020 accepted. AS seconded. Official 2020 Accounts were adopted.

4.0 AMEC Board Elections 2021, announcing the AMEC Board for 2022

- JB reprised the results of the AMEC elections and announced the members successfully elected. Full results are also available on the AMEC website, she added encouragement to those candidates who had been unsuccessful to find meaningful ways to volunteer and still get involved, adding that for AMEC to continue to be an effective organisation we need ideas, volunteer help and leadership and she will be reaching out to each candidate to make sure that happens and hopes to see them run again in the 2022 elections.
- JB took the opportunity to thank Directors who have given great service and now leave the Board by rotation. Recorded thanks and unanimously supported.

Actions:

- RB proposed the AGM results ratified. JM seconded. Official 2022 elected Board ratified.

5.0 Chairs Report for 2021 – Richard Bagnall

- RB said despite a continuing year of difficulties for business with budget cuts, AMEC grew membership in 2021 with a strong revival of full and research membership and despite many mergers during the year of core membership the increase can be viewed as extremely positive.
- RB said the AMEC Global Summit this year had been a huge success for a second year running virtually, he asked for thanks to be expressed too Sylvie Harton, Gerard McNamara, Ben Todor, and the whole production team of Notified for their contued support of AMEC. A huge thank you to all speakers or those who recommended topics to bring client input which is critical to the pgormamme.
- RB thanked the SIG leaders of AMEC who bring a huge amount of member value and enhance the member experience playing a critical part of the organisation, the NFP SIG under the leadership of Jose de Buerba continue to make their content and programme relevant and bring their sector to the forefront of conversations.
- Thank you to the Education Working group who brought the AMEC Foundation course to fruition which is so important to the future of the industry.
- Thanking all the great volunteer efforts of all SIG Leaders including the Agency Group led by Jon Meakin, Academics and Educators Group led by Steph Bridgeman, Tech Hub led by Sophia Karakeva and all Chapter Chairs RB told members if they are not already part of those basecamp groups let us know and you will be welcomed in as it is a key benefit of membership to take part in those conversations.

- (vi) RB said as this would be his last AGM as AMEC Chair and was pleased to report top line figures of 80% of AMEC budget has been spent on Education initiatives and member growth stands at 6% with AMECs top line margin being up by 2021 in what a challenging but successful year for the Association has been.
- (vii) RB thanked Observer for continued support and being the headline sponsor and we look forward to holding the 2022 Summit in Vienna in person.
- (viii) RB thanked the executive team for their hard work during the year and sincere thanks to all members for their continued support, investment from members is critical for AMEC, as a trade association we need support and volunteer time and resources to continue to grow.

(6) GMD Report for 2021 – Johna Burke

JB thanked RB for his leadership and members for their continued support throughout a difficult year for all, and wished to add:

- (i) I am extremely proud of what has been achieved in 2021 and thank our Board of Directors, members, and executive team. Education continues to be a focus and over 450 completions of the AMEC Foundation course could already be seen since the course was launched in May.
- (ii) The global reach of your Association is seen in all streams including over 400 delegates registering for the Summit, many member events held throughout the year with large audiences from all continents, and students from 23 countries around the world are now AMEC Certified.
- (iii) AMEC Measurement Month has seen more than fifty events taking place in 2021 and this global showcase continues to be an important initiative.
- (iv) JB asked members to help us with regional connections, she challenged members to engage and involve their regional trade associations or active groups to help support and drive awareness, please let us know who your local organisations are and let us contact them to work together and get involved at regional level.
- (v) Education continues to be a focus and a new Foundation level course will be developed for launch in 2022.
- (vi) Thanks to BOD and Exec Committee and thank you to all members for your support we truly have some of the most amazing people when I talk about our members and their support it is exceptional

(7) Member Questions

- (i) Members unanimously accepted the reports and there were no further questions.

There being no other business the AMEC AGM 2021 Session closed at 14.40pm.

Johna Burke
AMEC Global Managing Director and Company Secretary

16 December 2021
