



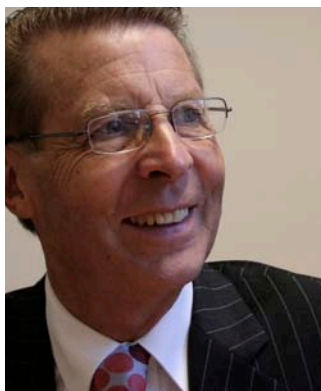
The e-newsletter of the Association for Measurement and Evaluation of Communication

AMEC on the move

GLOBAL MEMBERSHIP DRIVE UNDER WAY

In the past 12 months the membership of AMEC has doubled in what Michael Farrelly, Chairman of the AMEC Membership Group, regards as only the beginning of the growth spiral. /// In new developments, AMEC welcomes 3WS, its first member from China and Publistat Media Research of Holland. Applications from Media Research Group, of Australia and Media Net of Croatia, have been also recommended for acceptance. /// Said Farrelly: "We are embarking on an ambitious and aggressive drive to make ourselves better known on a global basis." Farrelly said he believed the key to membership growth was to help grow the overall market including attracting more individual members.

FIRST EXECUTIVE DIRECTOR APPOINTED



Barry Leggetter

AMEC has appointed Barry Leggetter as its first Executive Director to spearhead a drive to strengthen AMEC's position as the global trade body for companies and individuals involved in research, measurement and evaluation of communications programmes. /// Leggetter brings 30 years of public relations consultancy

experience to AMEC. He is a former Managing Director of Golin/Harris UK; Fleishman-Hillard UK and Joint Managing Director of Countrywide Porter-Novelli. He remains as non executive Chairman of Bite Communications. /// Leggetter hopes to establish stronger working relationships and partnerships with other industry trade bodies.

WELCOME!

to the first issue of the new-look newsletter of The Association for Measurement and Evaluation of Communication (AMEC). The newsletter is in a bright, new style which reflects the exciting changes happening and planned at AMEC — all designed to provide real benefits to members and promote AMEC as a global organisation.

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EC CHIEF OUR VIP GUEST

Mr Claus Haugaard Sørensen, European Commission Director General for Communication, is AMEC's Guest of Honour at the Awards Dinner in London on November 19. Mr Sorensen will talk about "Communicating Europe". The role of the Director General is to manage the overall implementation of the Commission's communication strategies internally as well as externally.

Biggest Awards Yet

SURGE IN ENTRIES SHOWS APPEAL



Dr. Jim Macnamara

This year judges noticed a surge in entries from non-UK companies to illustrate the rising international prestige of the AMEC Awards. Here's why! /// **Dr Jim Macnamara, Group Research Director of Media Monitors:**

"Establishing awards in the area of measurement is important to encourage greater use of international

Best Practice research and also to show clients what is available. We strongly support the AMEC awards and their increasing international focus". /// **Laura García, CEO, of GlobalNews Group** headquartered in Buenos Aires, Argentina, said: "Entering the Awards enables us to learn and provide a still better service to our clients because we know our work has been judged and benchmarked against the best in the world". /// **Rakel Sveinsdottir, Manager Director of Fjölmiðlavaktin,** said: "The AMEC Awards are like the Oscars in movies. We are tremendously proud of our nominations."

Diary Date

MARK March 5th, 2008

An AMEC team is planning a half-day Conference on Integrated Marketing to be held in London on March 5, 2008. It will be held at Broadway House, London. Details to follow in the New Year. We would like to hear from members who have senior level clients they feel could present interesting case studies as speakers for the event. Contact Barry Leggetter: barryleggetter@aol.com

NEW MEMBERS

Five seats on the AMEC Board are open for election in the forthcoming AGM to be held on Monday November 19 in London, made up of 3 Full Member directors, 1 Associate Member director and 1 Individual Member director

New Benefits

PLANS '08

Plans will be put to the AMEC Board soon for new initiatives and member benefits for 2008. They include a proposal for a new business lead generator service, to expand the AMEC College syllabus and run member events including a Webinar series. See also Diary Date this page. A major initiative is a possible collaboration with the US-based Institute for Public Relations to jointly run its acclaimed Measurement Summit in Europe.

WEBINAR

Richard Houghton, Chairman, of the UK Public Relations Consultants Association (PRCA) and Patrick Barrow, Managing Director, Ketchum's Corporate Practice, took part in AMEC's first Webinar - An Insight into the Realities of PR Consultancies and the Implications for AMEC Members in October. It is the first in a Webinar series planned by AMEC. Copies of the Webinar can be purchased from Jacqueline Milton jacquelinemilton@amecorg.com. £40 for Members, £20 for Individual Members.

COLLEGE SUCCESS

The future for the AMEC College is looking bright with continued strong interest. Already, a number of corporate members are using the College as part of their company's staff training with students registered from the UK, Ireland and mainland Europe. In 2008 the ambition is to continue to grow student numbers, not only from AMEC members but also from PR agencies and in-house departments across Europe. www.ameccollege.com