



AMEC' Agency Research Leaders Group

The AMEC Agency Research Leaders Group is a special US Chapter formed to create a unique networking forum for leaders in research, especially the leaders of public relations research teams. It has representation on the AMEC Board through David B. Rockland, Ph.D., of Ketchum, inaugural Chair of the Group.

The International Association for Measurement and Evaluation of Communication (AMEC) was formed in the UK but has developed into the only professional body in the world to serve research professionals in measurement and evaluation of communications. AMEC now has members in 24 countries.

The value of membership of the AMEC Agency Research Leaders Group to those who participate includes:

Business Benefits

- Participation in the annual International Business Monitor, the only research study of the communications research, measurement and evaluation industry worldwide. The results give members valuable benchmarking information on their performance against competitors.
- Ability to take part in the annual AMEC Communication Effectiveness Awards, the only truly international Awards scheme celebrating best practice in the measurement of communications.
- Business networking – and speaking opportunities – at AMEC events, including the European Summit on Measurement, Barcelona, 16-18 June, 2010, presented in association with the Institute for Public Relations. Other benefits include sponsor opportunities and a member discount on the Summit registration.

Professional Development

- Have learning opportunities available to the member and their staffs at reduced rates on a worldwide basis, including the two training modules on the online AMEC College. <http://www.ameccollege.com/>
- Identify future training modules by identifying unmet needs within the PR and research communities (e.g. a social media analysis module) and in the process help shape the field of communications measurement and evaluation.
- Be given speaking opportunities to serve as a thought-leader in the measurement field with AMEC credentials to broaden exposure for AMEC and the member's organization on a global basis.

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Networking

- Networking with professionals in similar positions to share best practices, case studies, and lessons learned both among research leaders from agencies, as well as the broader AMEC community, including other industry organizations.
- Be part of the process to establish standards and good, better and best practices in media measurement and evaluation, including digital media. Eventually, these would be comparable to ISO 9001 and 9002 standards. These could include a code of conduct, and quality assurance practices.

The networking of this group will take place as follows:

- 1) Quarterly meetings to discuss specific measurement issues (e.g. AVEs, data coding for Market Mix Modeling, etc.). Different members of the group will alternate in running the meeting and shaping the agenda.
- 2) Specific meetings at relevant industry or other events such as the various Summits on Measurement.
- 3) An on-going listserv by which to share information as well as an AMEC LinkedIn community.
- 4) The occasional social event as possible.

Representation

- Through a network of research directors in similar positions, build the ability to speak with a shared voice regarding the importance of research and measurement to the practice of public relations.
- Shape the consistency of product offerings on a global basis for media monitoring and measurement services available from other AMEC members.
- Recognition for one's own leadership stature in the field as a form of accreditation.
- Develop best business practices through proprietary AMEC funded research.
- Be part of an international group of industry leaders who shape the discussion and debate about the evolution of the field of communications measurement and evaluation.
- AMEC will also conduct an ongoing outreach program that will be shaped by this group of members on the importance of research and measurement, in general, and specifically within the work of communication agencies.

Annual subscription for 2010): \$1,500

Group contact person:

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