

Global leaders aim to show industry's value

16-18 June World's PR Measurement Leaders to Unveil Barcelona Declaration of Research Principles

LONDON, 21st May 2010 – For the first time ever, leaders of global public relations organizations will come together to articulate and agree on standard metrics and measurement techniques and will seek adoption and implementation across the industry through outreach to their respective members.

More than 150 representatives from the world's top measurement companies and PR agencies will participate in a plenary session at an international conference in Barcelona for what the leader of the session, David Rockland, partner at Ketchum and CEO of Ketchum Pleon Change, described as “a pivotal long term decision for communications credibility”.

Rockland, who serves as managing director of Ketchum's Global Research Network and is a respected international authority in communications programme measurement, said, “We regard this as the industry's ‘Commitment Conference’. This is a very powerful moment in time in the history of public relations. It's time to replace outdated programme measurement models. We need to educate not only our clients in major global companies, but also educate a new generation of communications professionals coming into our industry”.

The debate, which will be the highlight of the Second European Summit on Measurement, was conceived by AMEC, the International Association for Measurement and Evaluation of Communication, which is organising the event in concert with the Institute for Public Relations.

“Until now, public relations has been undervalued due to its inability to measure itself”, said Rockland. “The goal of this summit is to establish consistency in order to increase credibility”.

It is the first time the leaders of five global professional bodies will share the same conference platform to evolve what will be known as the Barcelona Declaration of Research Principles.

Speakers in the Declaration Debate are John Paluszek, chair of the Global Alliance and senior counselor, Ketchum; Gary McCormick, chairman of the Public Relations Society of America (PRSA) and director of partnership development, HGTV, Scripps Networks; Richard Houghton, president of ICCO and partner of Carrot Communications; Pauline Draper, chair of the IPR Measurement Commission and Tim Marklein, executive VP, Measurement & Strategy, Weber Shandwick, New York, representing the AMEC U.S. Agency Research Leaders Group.

Barry Leggetter, executive director of AMEC, said, “At AMEC we believe organising this special debate shows leadership and new thinking. We hope the global PR community will now get behind this issue and contribute to the development of the new industry standards”.

Rockland added, “We need to leave Barcelona with a set of standards for which every organisation – whether government, nonprofit or private enterprise – should expect to be accountable and show *proof* that their programmes are working”.

The three-day conference is designed for communications and public relations professionals and academics to share the latest thinking about measurement and evaluation of public relations programming. DIRCOM and the Acceso Group are the event's Spanish partners.

The Summit will be held in Barcelona from 16 to 18 June. Organisers expect 150 delegates from around the world to attend. Booking details can be found at <http://www.ameceuropeansummit.org/>

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Registration Opens for 2nd European Summit on Measurement

About AMEC

AMEC, the International Association for Measurement and Evaluation of Communication has grown to become a global trade body for agencies and practitioners who provide media evaluation and communication research. AMEC's purpose is to define and develop the industry on an international scale with better professional standards for both companies and individuals.

About the Institute for Public Relations

The Institute for Public Relations is a global, independent non-profit foundation headquartered at the University of Florida. It bridges the academic and professional communities supporting public relations research and mainstreaming this knowledge into practice. Further information is available at www.instituteforpr.org.

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For further information contact:

AMEC
Barry Leggetter
Executive Director
+44 1268 412414
barryleggetter@amecorg.com

Ketchum Pleon
Anastasia Ivanova
+44 (0) 207 611 3669
anastasia.ivanova@ketchumpleon.com

Ketchum
Alicia Stetzer
+1-646-935-3910
alicia.stetzer@ketchum.com