

NEWS

2010 European Summit on Measurement of Communication Announced

Barcelona, Spain – June 16-18

AMEC Collaborates with the Institute for Public Relations

LONDON – September 15, 2009 – AMEC, the International Association for Measurement and Evaluation of Communication, and the Institute for Public Relations announced the 2nd European Summit on Measurement, will be held in Barcelona, Spain, June 16-18, 2010.

The Summit is aimed at corporate communications and public relations professionals as well as market research and evaluation agencies. Best practices from business and insights from research on an international level will be presented at the event

“Our programme will help public relations professionals by showcasing best practices from around the world and new techniques for measurement and evaluation,” said Barry Leggetter, Executive Director of AMEC. “During a recession, there is urgent need for corporate communications teams and public relations consultancies to prove the value of their programmes. This has led to stronger interest in measurement and evaluation than ever before.”

Nearly 200 delegates from 28 countries attended the 1st European Summit on Measurement presented in Berlin in June by AMEC and the Institute for Public Relations (<http://www.ameceuropeansummit.org/summit/>). The Berlin Summit examined the rise and impact of social media along with the challenges that communications face in a global downturn.

Robert W. Grupp, President and CEO of the Institute for Public Relations, said: “A primary objective of the Summit in Barcelona is to provide communication and public relations professionals with tools to demonstrate the effectiveness of their work. Communication is a key to success in today’s global companies, but proving its value with meaningful data and metrics is essential. The Barcelona Summit will deliver measurement techniques”

Details about the Summit on Measurement including speakers, programme and venue will be available at www.amecorg.com.

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About AMEC

AMEC is the International Association for Measurement and Evaluation of Communication, the global trade body and professional organization for agencies and practitioners who provide media evaluation and communication research. AMEC currently has members in 27 countries worldwide including: Argentina, Australia, Belgium, Brazil, Croatia, France, Germany, Hungary, Iceland, Ireland, Italy, Malaysia, Norway, Portugal, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, The Netherlands, Turkey, United Arab Emirates, United Kingdom and USA.
(www.amecorg.com)

About the Institute

The Institute for Public Relations is an independent non-profit, dedicated to *the science beneath the art of public relations*.™ It bridges the academic and professional fields, supporting public relations research and mainstreaming this knowledge into practice through education. (www.instituteforpr.org)

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