



(2) Prospective Chapter Chair Election Manifesto

The Importance of an Election Manifesto:

We ask candidates standing for election as a Director for a Chapter region on the AMEC Board to provide a Manifesto / personal statement outlining why you feel you can contribute and what you intend to bring to the Board during a two-year Term of Office if elected.

We are looking for members who will commit to be active and wherever possible be supported by the resources of their own company. If a Ballot is necessary, the Election Manifesto and Personal Statement will be circulated to members to help them vote.

Thank you.

Kate LaVail, PhD



Hill + Knowlton, Vice President, Research and Innovation

I ask the AMEC membership to vote for me and support my candidacy to become a Chapter Director of the AMEC Board.

Using my business experience these are the areas I believe AMEC needs to focus on and which would receive my support:

- Increasing the visibility of AMEC within North American markets and illustrate the value of principled and creative measurement strategy within the existing structure of communications.
- Drive innovative approaches to evaluation through collaboration and success stories.
- Drive collaboration between AMEC chapters to maximize resources and support networking.

What I would bring to the AMEC Board. (Candidates can reference initiatives and contributions they have made to the media intelligence sector.)

Approaching communications measurement from an academic, journalism and public health background, my work has focused on building a rigorous evaluation foundation to support creative data solutions. I seek inspiration and education everywhere. Some of my greatest resources have been my networks, my ability to remain true to foundational principals of excellence and my need to explore and investigate each new challenge. AMEC represents the best of what measurement can be. In my eyes, that is always changing, as new tools, technology and insights push us forward. I am excited to work with members and non-members to push measurement forward without sacrificing the quality and value provided by tested approaches. I want to help AMEC share what measurement can do to empower communications and create connections throughout the industry.

Electronic signature: Kate LaVail
Date October 23, 2019

(2) Prospective Chapter Chair Manifesto: AMEC 2020 Election Process for Chapters