

(1) AMEC Nomination paper for election to the 2020 board:



1) NOMINATION FOR ELECTION TO THE BOARD

I wish to nominate <i>(name of person)</i>	Nicole Moreo
in the Board category for <i>(please circle one)</i>	Full / International Research / Associate
as a representative of <i>(name of company)</i>	Ketchum
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	Current North American Chapter Chair, SVP of Analytics at Ketchum, regular industry speaker and active AMEC member.
Please indicate whether a personal statement (up to 100 words) from the nominee in support of his/her application is attached or whether it is to follow <i>(please circle)</i>	Attached / to follow separately
He/she has given their consent <i>(please circle)</i>	Yes / No / N/A as self-nominating
My name is	Nicole Moreo
I am the representative of the Member company or individual named here.	Ketchum
Date	11/18/19
Signed	

Please email completed nomination forms to juliewilkinson@amecorg.com to arrive not later than Monday 18th November, 2019 by midnight in your respective time zone.

Johna Burke
AMEC Global Managing Director

(1) AMEC Nomination paper for election to the 2020 board:

V231019



(2) Election Manifesto and Personal Statement

Name of candidate: Nicole Moreo

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Name/Title/Company here: Nicole Moreo / Senior Vice President, Analytics / Ketchum

I ask the AMEC membership to vote for me and support my candidacy to become a 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:

- We need to gain more widespread engagement. We have more and more people “interested” in AMEC but are not sure how to turn that interest into participation. I think we need a better system to support member engagement and encourage networking.
- We need to define the clear value of being a member. I think it is still very unclear to people what that value is, and how best to use their membership.
- We need to generate a regular stream of content, events, education opportunities, publications, certifications etc. More and more people are becoming aware of AMEC, but the number is still very low- or people see it as that “AVE/ basic measurement group.” We need to have a steady stream of content/ events that span the spectrum of “entry level” to “advanced” – and we need to connect with industry partners outside of the PR world to achieve this.
 - I believe we need to update the Barcelona Principles for 2020 and would be happy to lead this initiative. To do this, I would enlist the support of David Rockland, one of the original Barcelona Principle authors, and would look to bring in a whole new generation of supporters. I think this would help make the principles- which are still regularly cited today- more relevant and up to date.

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

- As the current North American Chapter chair, I have led a “re-building” period. Our chapter had gone quiet and was leaning on the same people for more and more. I worked to push members to provide a primary, secondary and tertiary contact- expanding our contact list, meeting attendance and engagement. I would look to bring a more formal process to the new levels of engagement by formalizing working groups. These working groups would align with the interest areas the chapter has already flagged – networking, student education and connection, measurement month, and industry partnerships. I would bring the lessons

(2) Candidate Manifesto statement for the position of AMEC Director on the 2020 Board

learned, and work to create an “engagement playbook” to support members across the regions.

- I would bring a network of connections. I have worked tirelessly to loop in more and more members, make connections across the industry and look for ways to share best practices. I now have a network of leaders in this area that I can tap for support, content and connections. I think our chapter is hungry to uncover more value from the relationships they can make- and I hope to support that moving forward.
- I have been invited to regularly speak at industry events. I always make a point of including AMEC content- not just my company's. I will also be sure to continue to promote the AMEC brand outside of PR events- like the recent AdWeek webinar I presented. I will look to continue to do this and spread the AMEC brand and look for more and more members.
- I was voted to the Holmes Report list of Top Innovators- I would look to continue to bring that innovation mindset to AMEC. PR and Communications is too often seen as siloed and “old school” – I look forward to bringing ideas and suggestions to integrate more of the holistic analytics mindset into AMEC- and make sure that people see our value outside of the Traditional Media Intelligence space.

Electronic signature:

A rectangular box containing a handwritten signature in blue ink that reads "Nicole Moreo".

Date: 11/18/19