

(1) AMEC Chapter Chair Nomination form for Election to the 2020 AMEC Board



## 1) NOMINATION FOR CHAPTER CHAIR ELECTION

<b>I wish to nominate</b> <i>(name of person)</i>	Prashant Saxena
<b>in the region for</b> <i>(please circle one)</i>	Asia Pacific
<b>as a representative of</b> <i>(name of company)</i>	Isentia
<b>Please indicate briefly the experience of the Nominee that qualifies him/her for election to the position of Chapter Chair</b>	<p>Prashant Saxena leads insights and innovation for Isentia across ten countries in Asia and is ideally placed to further AMEC's strategic goals in the region.</p> <p>His focus on measurement mapping, mixed methodologies, AI-driven advanced analytics will help AMEC champion the cause of integrated measurement in the region.</p> <p>Through his work, Prashant has already proven his commitment towards communication research excellence by winning a Grand Prix, 5 Golds in AMEC awards 2018/19.</p> <p>I have every confidence that Prashant's experience, knowledge and drive will be invaluable assets for AMEC as it seeks to increase its membership and profile in APAC.</p>
<b>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</b> <i>(please circle)</i>	Attached
<b>He/she has given their consent</b> <i>(please circle)</i>	N/A as self-nominating
<b>My name is</b>	
I am the representative of the Member company or named here.	
<b>Date</b>	
<b>Signed</b>	

**(1) AMEC Chapter Chair Nomination form for Election to the 2020 AMEC Board**

Please email this nomination to [juliewilkinson@amecorq.com](mailto:juliewilkinson@amecorq.com) to arrive not later than Monday 18th November 2019.

**Johna Burke**  
**AMEC Global Managing Director**

V231019



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## (2) Prospective Chapter Chair Election Manifesto

**Prashant Saxena**



**Head of Insights & Innovation, Asia at Isentia ([LinkedIn Profile](#))**

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

- **Diversity and representation:** from aggressively growing markets of North Asia and SE Asia through members, bureau speakers and award jury – from agency and client-side. Special focus on Singapore, Philippines, Malaysia, Indonesia, Thailand, Vietnam, Taiwan, S.Korea where AMEC footprint needs to be strengthened.
- **The state of measurement in APAC:** by crafting a compelling data-led story from business insight studies, Barcelona principles, no AVEs, M3, integrated and AI-backed metrics. This will provide a complete picture on the future of measurement through masterclasses and conferences in the region.
- **The next gen of advocates and partners:** Inspire the young communicators to hone their skills through AMEC International Certification and build a community around measurement and results. Forge partnerships with well-established organisations like ESOMAR, Forbes Communication Council towards the common agenda for better communication measurement.

## Personal Statement

To support the above focus areas, I would commit to the following as part of the APAC Chapter Chair

### 1. Innovation in communication measurement through mixed-methods and Artificial Intelligence:

Having spearheaded a Grand Prix and 5 Gold wins at AMEC ([2018/19](#)) with Isentia's Asia insights team ([1](#), [2](#)), I would share best practices around integrated measurement, mixed-methods and AI-backed metrics to lead charge on communication innovation in the region. Working with current APAC Chapter Director, Khali Sakkas, I have been championing the cause for measurement in the region (links in the next section).

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

### 2. Meaningful collaborations with ESOMAR, MRS and Forbes Communication Council in APAC:

I will leverage on my existing membership with [Forbes Communication Council](#) to bring together influential PR and communications practitioners and help them benefit from AMEC's measurement philosophy. Having worked in market research industry for the last ten year before joining Isentia in 2017, I would leverage on my current network in the [ESOMAR APAC](#), [Market Research Society](#), Singapore board to them closer to AMEC as prospective collaborators in the region.

Specifically, I will work with Isentia Asia's CEO James Merritt to hold communication measurement conferences in markets with Isentia's footprint. These will include Singapore (potentially with IPRS and [MRSS](#) in Singapore) and 2-3 joint AMEC events North Asia and SE Asia (shortlisted ones are with [PRSP](#) in Philippines where our country GM is a board member, [IPR](#) Malaysia with whom Isentia Malaysia shares a close relationship, [PERHUMAS](#) in Indonesia, [FPR](#) in Taiwan, [PR ONE](#) in S.Korea, [PRPA](#) in HK, [CIPRA](#) in China for the second event)

### 3. The next generation of AMEC members and advocates in the region:

3 [judges](#) for AMEC awards 2019 (Walter from Sofitel, Gayle from Discovery and Joey from Standard Chartered Bank) were Isentia's referral. I will continue to work with our clients and wider network of senior communications professionals to build a solid strength (jury, speaker bureau) for AMEC from APAC region.

I lead a team of 60+ [insights analysts](#) across 10 markets in Isentia, Asia and mentor communication students at various universities in the region (1, 2). Majority of them are below 30 year old. They are looking to acquire certified skillset in order to cut through the clutter of vanity metrics and measure what matters. The next wave of young advocates from APAC will come from this community. Will support from Isentia's analysts in different markets, I will continue to build engagement with AMEC members and potential members through the multilingual content strategy in the APAC markets.

Together with Khali Sakkas, I have been working towards promoting AMEC in the APAC region:

- "[Reputation management: Taking a driver's seat](#)", Speaker, PRS Conference Manilla (AMEC mention)
- "[AI in communication measurement](#)", Keynote Speaker, Tech in Asia Jakarta (AMEC mention)
- "[AMEC Awards 2019, Best communication recommendations](#)", Speaker, ASEAN Leaders Singapore
- "[Reputation management: Winning trust](#)", Speaker, PRCA Malaysia (AMEC mention)
- "[AI metrics: What matters](#)", Speaker, Asia-Pacific Broadcasting Malaysia (AMEC mention)
- "[The state of media in SG, MY, ID, VN and HK](#)", Moderator, Isentia Thought Leaders (AMEC mention)
- "[Recommendations, influencers and the power of social to carry a beauty or fashion brand](#)", Panelist, FUTR Asia (AMEC mention)
- "[Return on objectives measurement](#)", Speaker, Digital PR Conference (AMEC ROO framework)
- "[Converting intelligence into action in real-time](#)", Round-table Moderator, Research & Insights Asia (AMEC Integrated framework usage)
- "[Media measurement metrics that matter](#)", Chair, Public Relations and Communications Association (AMEC Integrated framework usage)



16 November 2019