



(3) Election Manifesto and Personal Statement

Name of candidate: Claire Pimm, Director, National Resilience Communications at Cabinet Office



I ask the AMEC membership to vote for me and support my candidacy as a Director of the AMEC Board. I have been a Director for the past two years on the AMEC Board and would be delighted to continue to help advise and plan for what promises to be some of the most challenging times ahead for communicators.

I have been involved in the AMEC NFP special interest group, sharing my experience, speaking at events, and advise on and reinforce the importance of AMEC's work, and best practice in public sector communications.

My experience spans 25 years delivery of communications, and expertise in insight and evaluation. Including most recently Director of Communications for UK Government's COVID-19 response, delivering their largest and highest performing campaigns that save lives and livelihoods. Member of Government Communications Service Evaluation and Strategy Board.

I have held a range of roles in Government, and am an experienced senior manager with professional expertise in all areas of campaigning, communications, marketing and public affairs and would like to continue to use this to advise on developing initiatives, opportunities and tools for benefit of the communication industry. A large part of my role is to successfully plan, deliver and evaluate key government campaigns giving me a broad insight and experience to share with AMEC membership.

Electronic signature: Claire Pimm

Date 20.11.20

(2) AMEC Nomination paper for election to the 2021 board:



2) NOMINATION FOR ELECTION TO THE BOARD

I wish to nominate <i>(name of person)</i>	Claire Pimm
in the Board category for <i>(please circle one)</i>	Associate
as a representative of <i>(name of company)</i>	UK Government
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	25 years delivery of communications, and expertise in insight and evaluation. Director of Communications for UK Government's COVID-19 response, delivering their largest and highest performing campaigns that save lives and livelihoods. Member of Government Communications Service Evaluation and Strategy Board.
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>	To follow separately
He/she has given their consent <i>(please circle)</i>	N/A as self-nominating
My name is	Claire Pimm
I am the representative of the Member company or individual named here.	Yes
Date	20 November
Signed	Claire Pimm

Please email completed nomination forms to juliewilkinson@amecorg.com to arrive not later than Friday 20 November, 2020 by midnight in your respective time zone.

Johna Burke
AMEC Global Managing Director