



## (2) Election Manifesto and Personal Statement

**Name of candidate: Liam Kelly (FAMEC)**



**Name/Title/Company here: PR Measured**

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:

- AMEC continues to provide leadership, guidance and education around measurement. It is fundamental to the organisation's purpose and certainly an area that I am keen to support. In addition to all of the great work that AMEC already does, I'd like to help the organisation develop its guidance for the measurement of influencer marketing and provide some end-client guidance around social intelligence.
- More importantly, I'm keen to continue to support my fellow individual members. Individual members, and sole practitioners, play an important role in the media intelligence landscape. We're independent from large providers and so are uniquely positioned to credibly educate the market. We're also small business owners, and I think we all understand the importance of supporting each other.

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

I've spent the past two decades creating, selling and supporting media intelligence solutions for some of the world's largest organisations. In 2016, I created PR Measured, a consultancy for PR and digital insight providers. The purpose of PR Measured is to support news and social media measurement organisations. I also created the monthly PR Measured newsletter, which looks across the broader industry to report on providers, emerging technologies and applications for media intelligence.

Prior to setting up PR Measured, I was Vice-President, Insight at Cision for five years, leading the company's insight division in Europe & Asia. I have previously supported AMEC, serving on the membership committee, and hope to be able to provide my time and support again as the representative for individual members.

**(2) Candidate Manifesto statement for the position of AMEC Director on the 2021 Board**

Electronic signature: Liam Kelly

Date: 20 November 2020

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



## 2) NOMINATION FOR ELECTION TO THE BOARD

<b>I wish to nominate</b> <i>(name of person)</i>	Liam Kelly
<b>in the Board category for</b> <i>(please circle one)</i>	<b>Individual</b>
<b>as a representative of</b> <i>(name of company)</i>	PR Measured
<b>Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board</b>	I have spent the past two decades creating, selling and supporting media intelligence solutions and organisations.
<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>	<b>Attached</b>
<b>He/she has given their consent</b> <i>(please circle)</i>	<b>N/A as self-nominating</b>
<b>My name is</b>	
<b>I am the representative of the Member company or individual named here.</b>	
<b>Date</b>	<b>20 November 2020</b>
<b>Signed</b>	Liam Kelly

Please email completed nomination forms to [juliewilkinson@amecorg.com](mailto: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