



(2) Election Manifesto and Personal Statement

The Importance of an Election Manifesto:

We ask candidates standing for election as a Director for 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.

Name of candidate: Lilia Glazova

.....



Name/Title/Company here: Lilia Glazova, CEO, PR News and Chair, AKOS/Country Member Association of ICCO

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:

- Strengthening the research methods in communication and PR measurement. Promoting methodology work on reputation study.
- Focus on new approach to AI in communication research which can be an optimal combination of qualitative and quantitative analysis.
- Education of the local market – adaptation AMEC College approach to the local markets as short online course format used not only as educational resource but as a promotion of AMEC initiatives.
- Start a broader cooperation between international communication research bodies and local professional community which will help AMEC standards to be a finest model for media measurement within the country.

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

I would like to bring to the AMEC Board further development of Measurement Standards, strengthening the classical research methods in communication and PR measurement and finding the new way for the industry in rapidly changing reality.

Electronic signature:

A handwritten signature in blue ink, consisting of several fluid, connected strokes that are difficult to decipher as specific letters.

Date

November 16, 2020

(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>	Lilia Glazova
in the Board category for <i>(please circle one)</i>	Full / <u>Associate</u> / Not for Profit / Individual
as a representative of <i>(name of company)</i>	PR News
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board	<p>Experience – Lilia Glazova has more than 15 years of experience in PR measurement. She started her career in political PR in Moscow Fund of Parliamentarism Development and Social Information in 2001. Next 3 years she spent in PRP Weber Shandwick, Moscow office as a Head of Analysis Department. Since 2006 Lilia has been Managing Director and then CEO at PR News. She has developed the company to one of the leading one in the industry in Russia.</p> <p>Professional Community - In addition to her professional activity Lilia passionately believes in the importance of industry education. She is a member of the expert jury of Annual Student Competition "Crystal Orange" and leading PR Awards in Russia "Silver Archer" (ICCO Awards Russia). Lilia is an active player at the Russian PR market and a frequent speaker at international and local industry conferences (AMEC Summit, FIBEP Congress, PR Russia Forum; Russian Internet Week, Brand Day, Russian Marketing Week, Baltic Weekend, PR Days). In March 2020 Lilia was elected Chair AKOS/Country Member Association of ICCO in Russia.</p> <p>Measurement – Lilia and PR News are a good fellow to AMEC community. Lilia was a member of Business Development Committee at AMEC and PR News is glad to be a part of European Chapter Group. PR News has been organizing AMEC Month events for the last 7 years at the local market. There were represented such AMEC initiatives as Barcelona Principles, Say No to AVE campaign, Integrated AMEC Framework, Barcelona Principles 3.0. PR News is proud to be a winner of AMEC Awards as well as some other professional awards.</p> <p>In May 2020 Lilia initiated the launch of PR News Academy consists of three module courses dedicated to communication research and measurement standards. The main goals are to popularize research, educate the local</p>

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

	<p>community and to increase the awareness about measurement standards (AMEC Framework, Measurement Maturity Mapper) in Russia.</p> <p>Background- Lilia graduated from Moscow State University, Sociology Faculty and Russian State Open University of Railway Transport, Economics Faculty. In 2014 Lilia has graduated from University of Pittsburgh, Katz School of Business, EMBA.</p>
<p>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 (please circle)</p>	<p>Attached / to follow separately</p>
<p>He/she has given their consent (please circle)</p>	<p>Yes / No / <u>N/A as self-nominating</u></p>
<p>My name is</p>	<p>Lilia Glazova</p>
<p>I am the representative of the Member company or individual named here</p>	<p>Yes</p>
<p>Date</p>	<p>November 16, 2020</p>
<p>Signed</p>	