



(2) Election Manifesto / Personal Statement



Candidate name/organisation and job title:

Allison Spray / Hill + Knowlton Strategies / Managing Director, Data + Analytics

Representing membership category: Research Members

I ask the AMEC membership to vote for me and support my candidacy to return as a Director of the AMEC Board.

I plan to support all of the efforts and initiatives of AMEC during my term and commit to volunteering my business experience and organization resources to advance the issues and areas of interest below forward during my term.

Based on my experience as a passionate practitioner of measurement within the communications field, and my four-year tenure on the Board of Directors, I believe AMEC must focus on the following core areas:

- **Demonstrating how PR practitioners can prove meaningful value to stakeholders.** While we have made considerable strides in improving the quality of measurement and evaluation globally, there is still a range of practices in the marketplace which can be improved. In 2022 and beyond, AMEC must continue to lead the way by helping members see what's possible – by sharing examples of best practice alternatives to vanity metrics and widely discredited metrics like AVE (which unfortunately remain in use). This includes highlighting how measurement can be made cost-effective through greater automation while allowing experts to focus on insight development; how it can be used to optimise and shape content and campaigns; as well as delivering proven value. As a member of the board, I will continue to share examples of where we've seen success at H+K but also encourage participation across the agency group more broadly. I will also continue to share honest feedback about what is not working, to ensure as an industry body we are pushing for the continued evolution of PR measurement and helping members to get there.
- **Supporting AMEC members in understanding and making the most of data for planning, measurement and evaluation.** AMEC has always been dedicated to educating and empowering practitioners to do better measurement and evaluation. This year, I led the working group which launched our first detailed foray into planning – specifically, how members can use the IEF to support their planning processes. Additionally, I have worked closely with the AMEC Agency Group – including hosting the first dedicated closed-door event here at H+K London – to help more agencies get involved in the conversation and AMEC more broadly. I would love the opportunity to continue to work with AMEC, the Agency Group and other key initiatives such as the Mentoring Scheme to continue to empower others to push for better measurement and to challenge outdated assumptions about what's possible.
- **Pushing AMEC into modern conversations around data, which support the integration of PR measurement with other business verticals.** We are at an inflection point in our use of data and technology. Data science, engineering and AI are all increasingly important for the future of communications. Still, for many PR teams, big data can seem miles away from the day-to-day. AMEC has the opportunity to be at forefront of this conversation, helping connect our members with experts from across these disciplines, with business the likes of Signal AI, and with data partners who look beyond PR data alone. Facilitating this expansion of dialogue is crucial for AMEC to keep pace with the next stage of evolution for our industry. This is because measurement increasingly necessitates integration with other disciplines such as media buying and advertising. This is not something we can do

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alone and requires close collaboration with colleagues who work in these areas. It is why I am currently pursuing a post-graduate diploma from the University of Oxford in Artificial Intelligence for Business, the learnings of which I look forward to bringing to the AMEC Board and members. And as a representative from WPP (which through its operating companies provides a comprehensive range of advertising and marketing services), I will continue to bring to the AMEC Board not only my perspective as a practitioner, but also that of my colleagues - and our broad array of clients - from across the marketing mix.

What I bring to the AMEC Board:

As the Managing Director of Data and Analytics at H+K Strategies, I oversee a global community of researchers, analysts and behavioural scientists whose goal is to not only evaluate and measure our programmes, but also to distil data into strategic points of view to guide planning and content development.

I have been a guest lecturer on topics related to planning and measurement at AMEC's International Summits, PR Week's PR360 and Measurement Conferences, the Interactive Central and Eastern European Festival, Social Media Week, Quadriga University in Berlin and the NYU School of Continuing Studies Digital Marketing.

It has been a tremendous privilege to stand as the representative for the International Research Group on the AMEC Board of Directors for the past four years. During that time, I have been able to channel my passion and dedication to measurement and evaluation into numerous board initiatives, not least leading the AMEC Planning working group and launching the comprehensive set of materials to support planning with the IEF, including the Planning Worksheet + Guide. I have also been heavily involved in the AMEC Agency Group and was one of the first mentors as part of the new AMEC mentoring scheme.

I still feel I have considerably more to give to the board and the members of AMEC and ask for your vote to continue my work with the group for three reasons, starting with my passion for making measurement accessible to all.

I am passionate that evaluation needs to feel accessible to everyone who practices PR, and not just the experts who work with data day to day. I have a proven track record of working with teams to adopt and activate measurement methodologies – and a large part of the success of evaluation programmes comes down to making sure everyone feels empowered to use the data and insights provided to build toward better outcomes. These same skills that I use in my role I bring to the AMEC Board to help make measurement accessible to all.

Second, for my ability to build bridges across disciplines.

I have spent my career leading and working within multidisciplinary teams. This includes working alongside experts in data, research and insight development – as well as content strategists, media buyers and creatives. AMEC members need the ability to build bridges and collaborate with these other verticals and I firmly believe my experience within and beyond PR will support them in doing so.

This is particularly relevant given my role within WPP, which facilitates ongoing dialogue with colleagues from across the technology and data practices on questions of AI, ethical data use and integration. This access and understanding of client challenges beyond PR alone will be hugely beneficial to seeing AMEC continue to grow and provide guidance to its members.

Lastly, because I remain focused on the future.

While it's hard to imagine it, the pace of change is only going to increase. And as such I see this as an important moment to re-join the board, as technological advances are making our work more interesting – and challenging – than ever. During my career I have always focused on developing new and innovative applications of insights, measurement and evaluation that make a meaningful difference to my clients. This includes projects such as:

- The development of Multichannel Marketing Measurement for Police Now (Silver, 'Most effective planning, research and evaluation'; AMEC); Social Systems of Insight for Philips (Gold, 'Best use of social media measurement'; Bronze 'Innovation award'; AMEC) and adidas Earned Media Impact Score (Bronze, 'Plain language award'; AMEC)

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- The development of H+K's proprietary iterative reporting methodology, Made to Measure, and AI-based white space tool, Space+

It is also why I am currently studying AI for Business at the University of Oxford – because I believe we need to push ourselves to do more, build new connections and strive for what's possible.

Ultimately, I believe I am a strong and valuable addition to the AMEC board; not just in my ability to evangelise for the industry body and continue the development of supportive tools for members, but also in supporting the evolution of data use across our membership and beyond.

Electronic signature: Allison Spray

Date: 15 October 2021

(2) AMEC Nomination paper for election to the 2022 board:



2) NOMINATION FOR ELECTION TO THE AMEC BOARD OF DIRECTORS (BOD)

I wish to nominate <i>(name of nominee)</i>	Allison Spray
in the Board category for <i>(please circle one)</i>	Full / Research / Associate
as a representative of <i>(name of company)</i>	H+K Strategies
Please indicate briefly the experience of the nominee that qualifies them for election to the Board:	Current: Managing Director for Data + Analytics for H+K Strategies; responsible for the design and implementation of the H+K Way for measurement and evaluation, as well as data strategy and oversight of the behavioural science team. Previous: Director of Data + Analytics for H+K; Director of Insight + Planning, Research and Analytics lead EMEA, Fleishman Hillard
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
Nominee has given their consent <i>(please circle)</i>	Yes / No / N/A as self-nominating
My name is	Allison Spray
I am the representative of the Member company or individual named here:	Yes
Date	15 October 2021
Signed	

Please email completed nomination forms to juliewilkinson@amecorg.com to arrive not later than Friday 15 October, 2021 by midnight in your respective time zone.