

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



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

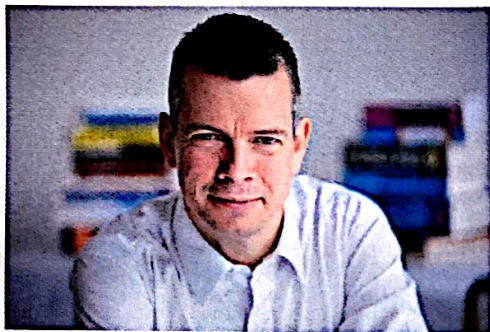
I wish to nominate (<i>name of nominee</i>)	Jon Meakin
in the Board category for (<i>please circle one</i>)	Full — / Research / Associate
as a representative of (<i>name of company</i>)	Clarity
Please indicate briefly the experience of the nominee that qualifies them for election to the Board:	Jon has 30 years' experience in communications gained working for large and small agencies on both sides of the Atlantic. He has been a member of the AMEC Board since 2018, is the driving force of AMEC's Agency Group, which he founded and chairs. Jon is a highly visible champion of best practice measurement and evaluation, not just within the agency world, but throughout the communications profession.
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
Nominee has given their consent (<i>please circle</i>)	N/A as self-nominating
My name is	Jon Meakin
I am the representative of the Member company or individual named here:	
Date	14 Oct 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.

(2) Candidate Manifesto statement for the position of AMEC Director on the 2022 Board



(2) Election Manifesto / Personal Statement



Jon Meakin | President, North America, Clarity
Representing Global Research membership category

I ask the AMEC members in my category to vote for me and support my candidacy to become 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:

Prior to my election to the AMEC Board, there was no Agency Group, despite PR agencies being responsible for delivering communications programs on behalf of the majority of the world's businesses and non-profit organizations, and – more to the point – in many cases evaluation their success. Since 2018, with the formation of the Agency Group under my stewardship, agencies have become more involved with AMEC. Through the Common Ground initiative, agencies regularly share best practice, and advance our profession's thinking. Agency membership of AMEC has increased, and agency representatives play an active role in most AMEC initiatives.

But it's not enough.

With AMEC's 25th anniversary year in the rear-view mirror, 2022 will mark a moment of change for the organization. Our dynamic Chair has signalled his intention to step down, and necessary changes to the structure and governance of AMEC give us an opportunity to re-imagine what AMEC could be, what role the organization should play within the complex ecosystem of the communications profession.

If re-elected to the Board, I will work with colleagues across the industry to evolve AMEC and its reputation: Not a talking shop, but a lean, dynamic force for positive change; not dry and academic, but practical and valuable to members and beyond; working with partner organizations like the PRCA, PRSA and PR Council to complement amplify our message and further our cause; driving the discussion about demonstrating the value of communications and the benefits that accrue from that.

This is a righteous cause, and I hope you will join me in furthering it.

Electronic signature:  14 Oct. 2021