

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



(2) Election Manifesto / Personal Statement



Candidate name/organisation and job title here: Lilia Glazova, PR News CEO
Representing membership category: Associate Member

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:

- Put an effort to spread AMEC activities throughout the year not just during AMEC Measurement Month and AMEC Summit on Measurement
- Strengthening the research methods in communication and PR measurement. Promoting methodology work on reputation study
- 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
- Put the efforts to standardize the industry based on AMEC approach. The first step was made in October 2021 when AKOS (Russian country member of ICCO) presented the Standards of evaluation and measurement of communications which includes recommendations to use Integrated Evaluation Framework
- Focus on new approach to AI in communication research which can be an optimal combination of qualitative and quantitative analysis
- Tracking PR trends on local and global scales as the way to predict the future of the industry. Predictive 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

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, appearing to be 'L. Glazova', written over a light blue horizontal line.

Date: 15.10.2021


(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>	Lilia Glazova
in the Board category for <i>(please circle one)</i>	Full / Research / <u>Associate</u>
as a representative of <i>(name of company)</i>	PR News
Please indicate briefly the experience of the nominee that qualifies them 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. In 2021 Lilia was awarded as Head of the Agency in Media Manager Competition and she was also ranked on Russia's Top 1,000 Managers in Executives, Services. In 2020 PR News won a Gold at AMEC Awards for the first time.</p> <p>Professional Community In addition to commercial activities, Lilia takes an active part in the life of the professional community. In 2020 members of the Russian Association of PR Consultancies (AKOS) which is the Russian branch of ICCO elected Lilia Glazova chairwoman of the association. And AKOS is the largest community of PR agencies in Russia at the moment. In September 2021 AKOS presented Russia PR Report 2020-2021 which was prepared with direct participations of Lilia. In 2020 Lilia became a member of the Coordinating Council for Communication Industries at the Public Chamber of the Russian Federation and headed the Committee for the Development of the Classification of Communication Industries. She is a member of the expert jury of various professional competitions and festivals like Eventiada IPRA Golden World Award, PROBA Awards, Silver Mercury 2021, AMEC Awards 2021.</p> <p>Measurement – Lilia and PR News are a good fellow to AMEC community. PR News has been organizing AMEC</p>

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

	<p>Month events for the last 8 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 which consists of three module courses dedicated to communication research and measurement standards. The main goals are to popularize research, educate the local community and to increase the awareness about measurement standards (AMEC Framework, Measurement Maturity Mapper) in Russia.</p> <p>Lilia talks a lot about the measurement of communications as a lecturer in Ubusiness, Moscow PR School, Skillbox, HSE, MGIMO, etc.</p> <p>In September 2021 Lilia presented her book dedicated to measurement and evaluation in media and communications. She is not only describing the current saturation in the market but also trying to predict the future of media relations.</p> <p>Lilia Glazova is also the founder of Telegram channel @ComInsights where the professionals can find the latest info about the measurement trends. Now the channel has more than 1400 subscribers.</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><u>Attached</u> / to follow separately</p>
<p>Nominee 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>15.10.2021</p>
<p>Signed</p>	

Johna Burke
AMEC Global Managing Director
V230921