



## Notes of the 2020 AMEC AGM Meeting

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The AMEC Annual General Meeting 2020 held via zoom on Wednesday 9 December 14.00-14.40

**Present via conference call:** Richard Bagnall, AMEC Chair, CARMA (RB); Johna Burke, AMEC (JB); Alexander Efthymiou, CARMA; Allison Adams, HK Strategies; Aseem Sood, Impact Research & Measurement; Barnaby Barron, Cision; Ben Levine, True Global Intelligence; Carlos Diaz, Globalnews; Carlos Villa, BUHO; Claire Pimm, GCS; Colin Wheeler; Fahmeed Afridi; Florencia Pott, Globalnews Group; Francois Van Dyk, Ornico, James Crawford, PR Agency One; Jerry Ward, Press Data; Jesper Andersen; Jon Meakin, Clarity; Lilia Glazova, PR News; Magdalena Horanska, Newton Media; Maya Koleva, Commetric; Michael Blowers; Nadin Vernon, Cision; Nicole Moreo, Ketchum; Simon Gebauer, Observer; Sophia Karakeva, DataScouting; Steph Bridgeman; Julie Wilkinson, AMEC.

### 1.0 Welcome and Apologies

(i) JB welcomed members and expressed thanks to those who have dialled in to attend the meeting today and confirmed no specific apologies for absence.

### 2.0 Approve the minutes of the AGM 9 December 2019

(i) JB asked for acceptance of the Minutes of the 2019 AGM.

#### **Actions:**

- CW proposed the Minutes accepted. MK seconded and the proposal was unanimously carried.

### 3.0 Adoption of accounts to 31.12.19

(i) JB asked for member's adoption of the 2019 Accounts.

#### **Actions:**

- NV proposed the Accounts for 2019 accepted. AS seconded. Official 2019 Accounts were adopted.

### 4.0 AMEC Board Elections 2020, announcing the AMEC Board for 2021

- JB reprised the results of the AMEC elections and announced the members successfully elected. Full results are also available on the AMEC website, she added encouragement to those candidates who had been unsuccessful to find meaningful ways to volunteer and still get involved, adding that for AMEC to continue to be an effective organisation we need ideas, volunteer help and leadership and she will be reaching out to each candidate to make sure that happens and hopes to see them run again in the 2021 elections.
- JB took the opportunity to thank Directors who have given great service and now leave the Board by rotation. Recorded thanks and unanimously supported.

#### **Actions:**

- RB proposed the AGM results ratified. JM seconded. Official 2021 elected Board ratified.

### 5.0 Chairs Report for 2020 – Richard Bagnall

- RB said 2020 has been an extremely challenging year for all and especially for a trade association significantly set back by the challenges COVID has brought during the year. Considering that it is a huge achievement to be able to report a membership growth of 2.5%. Some of that growth has come directly from our striving SIG groups and the outreach work they have been doing, we owe huge thanks to our AMEC NFP Group Chairs, Natalia Vaccarezza, UNICEF and Jose de Buerba, World Bank, for exemplary leadership of this group and sincere thanks to Jon Meakin, Clarity PR for the energy and drive brought to the Agency SIG under his leadership.
- RB highlighted that AMEC Measurement Month 2020 has been a tremendous success with over fifty events held across six continents educating the market and highlighting best practice, a true illustration of a rising tide lifts all ships. Thanks to Maya Koleva, Commetric, who led a translation project during AMECMM which saw the Barcelona Principles 3.0 translated into twenty-nine languages, we look forward to more resources becoming available in all languages to further help reinforce our global education message.
- RB thanked Observer for continued support and being the headline sponsor and we look forward to holding the 2021 Summit in Vienna in person.
- Looking ahead to 2021 RB said the Awards will be timed differently with a in-person event in London in November as part of Measurement Month, entries will open in April and close in June which gives additional time to start working with clients on award winning

submissions, no doubt that the AMEC Awards is the gold standard on what meaningful measurement and evaluation looks like and we look forward to another outstanding year of entries.

- (v) A key project for 2021 will be a planning resource section as part of the Integrated Evaluation Framework, for launch during the AMEC Global Summit. A new SIG to be launched in Q1 2021 specifically for CEOs to have a private forum and events, our thanks to Greg Galant, Muck Rack for leading this initiative.
- (vi) RB thanked the executive team for their hard work during the year and sincere thanks to all members for their continued support, investment from members is critical for AMEC, as a trade association we need support and volunteer time and resources to continue to grow.

**(6) GMD Report for 2020 – Johna Burke**

JB thanked RB for his leadership and members for their continued support throughout a difficult year for all, and wished to add:

- (i) I am extremely proud of what has been achieved in 2020 and thank our Board of Directors, members, and executive team. Offering members, a special deep discount during the pandemic has seen record numbers of students going through the AMEC Certificate. Education and global reach, particularly with the translated resources are critical in what we wish to achieve as a global trade association. Thank you to all members who provided translation support, we know from this project that offering resources in more regional language makes it easier and increases confidence to apply and use AMEC resources for organisations across the globe.
- (ii) JB asked members to help us with regional connections, she challenged members to engage and involve their regional trade associations or active groups to help support and drive awareness, please let us know who your local organisations are and let us contact them to work together and get involved at regional level.
- (iii) Looking ahead to 2021, the call for speakers for the AMEC Global Summit will be open at the end of this month so please do step forward if you have a nomination for that, it promises to be a great event with great content.
- (iv) Education continues to be a focus and a new Foundation in Measurement and Evaluation course will be ready for launch Q2, 2021.

**(7) Member Questions**

- (i) Members unanimously accepted the reports and there were no further questions.

There being no other business the AMEC AGM 2020 Session closed at 14.40pm.

**Johna Burke**  
**AMEC Global Managing Director and Company Secretary**

**19 December 2020**

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