

INTEGRATED EVALUATION FRAMEWORK (IEF) TUTORIAL ACKNOWLEDGEMENTS AND THANKS

IEF TUTORIAL STEERING GROUP

- Rayna de Lange, Founder & CEO, DeLange Analytics, Board Director AMEC
- Francois van Dyk, Head of Operations, Ornico, Board Director AMEC
- Steph Bridgeman, Founder Experienced Media Analysts, Board Director AMEC
- Robin ten Brink, Head of Operations, Publistat
- Nicole Moreo, Head of Customer Insights North America, LinkedIn, Board Director AMEC
- Maya Koleva, Head of Research and Insight, Commetric, Board Director AMEC

IEF TUTORIAL CONTRIBUTORS

- Richard Bagnall, Co-managing partner, CARMA, Chair of AMEC 2016-2022, FPRCA
- Raina Lazarova, Co-founder, COO, Ruepoint, Board Director AMEC
- Barnaby Barron, Head EMEA Analysis Cision Insights, Board Director AMEC
- Jon Meakin, President North America, Clarity PR, Board Director AMEC
- Ben Levine, Director & Senior Partner TRUE Global Intelligence, FleishmanHillard UK
- Steve Ryan MS, APR, Assistant Professor of Instruction in PR, Temple University, USA
- Jesper Andersen, Advisor, Quantum PR Measurement

IEF TUTORIAL ANIMATIONS & NARRATION

- Todor Kiriakov, Training Specialist, A Data Pro
- Desislava Petrova, Training Development Manager, A Data Pro
- Polina Mladenova, Training Specialist, A Data Pro
- Emilia Klayn, Project Manager, Commetric

IEF TUTORIAL CASE STUDIES

- James Crawford, Managing Director, PR Agency One, Board Director, AMEC
- Barnaby Barron, Head EMEA Analysis Cision Insights, Board Director AMEC
- Maya Koleva, Head of Research and Insight, Commetric, Board Director AMEC

WITH THE CONSTANT AND INSPIRING SUPPORT FROM

- Johna Burke, CEO AMEC, PRNews Measurement Hall of Fame, ICCO Hall of Fame, PRCA Fellow, IPR Measure Commission, Diversity Action Alliance (DAA) Steering Committee
- Julie Wilkinson, Executive Assistant, Operations, AMEC



INTEGRATED EVALUATION FRAMEWORK (IEF) TUTORIAL ACKNOWLEDGEMENTS AND THANKS

IEF DEVELOPMENT TEAM

- Richard Bagnall, Co-managing partner, CARMA, Chair of AMEC 2016-2022, FPRCA
- Jim Macnamara, Deputy Dean at Faculty of Science, UTS
- Paul Hender, Group Chief Operating Officer, CARMA
- Giles Peddy, Chief Executive Officer, Missive
- Elayne Doherty, Cabinet Office, UK Government
- Karen Prichard, Director of Research and Insight, Press Data Ltd
- Lisa Story, Chief Strategy Officer Europe and Africa, BCW Global
- Margot Savell, Writer & Editor, Write for Wine, SVP Global Measurement, Hill & Knowlton Strategies
- Paul Njoku, Head of Insight & Evaluation, UK Government Communication Service
- Ann-Sofie Krol, Strategic Insights Consultant
- Aseem Sood, Chairman AMEC, CEO, Impact Research and Measurement
- Rayna de Lange, Founder & CEO, DeLange Analytics, Board Director AMEC
- Allison Spray, Managing Director, Data + Analytics at Hill+Knowlton Strategies
- Deb Camden, Founder of The Communication Dividend, Comms & PR Measurement Evangelist, Connector of Business & Communication Strategy
- Alex Judd, Head of Impact and Planning, Clarity PR
- Nicole Moreo, Head of Customer Insights North America, LinkedIn, Board Director, AMEC
- Gemma Moroney, Co-founder and Behaviour Designer, SHOOK
- Claire Pimm, Director National Resilience Communications, UK Cabinet Office
- Jason Woodward, Director of Analytics & Insights, Ketchum

IEF DEVELOPMENT CONTRIBUTORS

- Kevin Money, Professor of Reputation & Responsible Leadership, the Henley Business School
- Charlie Snow, Brand and Advertising Consultant
- Stephen Waddington, Founder and Managing Partner, Wadds Inc
- Shonali Burke, CMO Arena Stage | Brand Strategy & Elevation | Digital Innovation for Social Impact
- Gini Dietrich, Founder & CEO, Spin Sucks

TRIBUTE AND A SPECIAL MENTION TO DON BARTHOLOMEW

Don sadly passed away in 2015. He was author of the respected Metrics Man blog, and was SVP, digital and social media research at Ketchum.

