



The International Association for the Measurement and Evaluation of Communication

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## Introduction to AMEC Membership

Welcome! You are interested in joining the world's largest PR measurement, media intelligence and insights professional body with more than two hundred organisational members, represented in over eighty-six countries – and growing.

“A rising tide lifts all ships” is a phrase which resonates what truly underpins AMEC membership, every member company is a valued partner, we would not be the global leading trade association without our members contributing, volunteering time and expertise and sharing knowledge and experiences to raise industry standards for all in a non-competitive space.

Our priority is to always learn from and listen to our members regarding emerging areas of interest and help all our member organisations make measurement matter, AMEC is an extremely interactive membership body and you will gain the most from what we offer by immersing yourself and your teams in as many of the various communities and initiatives which are relevant to your membership. You are encouraged to give feedback on ideas for development, areas of concern or general comments and can always reach out to us or your community Chairs or the executive team, we *encourage* and *listen* to our members to create value and continuously improve.

Membership provides an extremely broad umbrella of many benefits and initiatives, below you will find some information on what you can take immediate advantage of when you join AMEC.

## Immediate AMEC Member benefits

- AMEC invests and shares significant [resources and tools](#) to educate the PR and communications marketplace of the business benefits of education. This open-source Knowledge Share website is a good example of our approach. We believe that a better educated market offers more opportunities for our members.
- We are Global in our thinking! We create initiatives to advance the practice of communications research and measurement through international working groups. We have [Global Chapters](#) in Asia Pacific, Europe, Latin America, Middle East Africa, and North America and you will be invited to your regional group.
- We aim to provide translated content for as many resources as we can with the volunteer help of our members across the world, a particular point of pride is that the [Barcelona Principles 3.0](#) are available on the AMEC website in 30 languages ! we welcome further translations from members and showcase their contributions [here](#)
- AMEC is outward facing. We encourage client organisations to join us and be part of our events, especially at the [AMEC Global Summit](#), now the premier event of its kind in the world. Members receive significant discounts to attend the Summit.
- The [2024](#) AMEC Global Summit on Measurement will be held in Sofia, Bulgaria. Keep an eye out for the Call for Speakers in Q4 2023 if you are or know of a thought-provoking thinker in the measurement and evaluation of communication, data, and analytics or clients who would like to share an inspiring case study or have a story to tell then put them forward for the 2024 Summit agenda.
- Members have unique access to a host of content on the website which we are building on and [Special Interest Groups](#) are another forum for resources and tailored events, we provide basecamp communities for members to network and knowledge share with peers – a safe space to discuss the real issues affecting communication professionals in your sector or to deep dive into latest trends.

- Members are encouraged to add unlimited colleagues to our mailing lists to maximize the value of your membership throughout your organization. Access to the free courses is open to anyone using domain e-mails of members. You will have the sheet to add colleagues and add to this at any time.
- AMEC has a [member directory](#) which serves as a trusted supplier portal for members, and we can also provide a letter in support of tenders.
- Members in good standing can display the AMEC logo on your website, marketing credentials, RFPs, and email signatures. We can also supply a proof of membership while you are in good standing to the end of your subscription period for tenders and Prospective client's.
- We run an annual AMEC Global Member Insights Survey, which launches in the spring of each year. This research enables you to benchmark your efforts with other firms throughout the world. Our members find this a useful business planning tool. The survey is 100% confidential using researchers who are members of the [Market Research Society](#) and is Sarbanes-Oxley compliant.
- AMEC Measurement Month takes place in November each year and is a showcase of free education and events, we encourage and support our members to host events, you can find out more of 2022 events [here](#) perhaps start to think about what you could do in 2023 to raise your organisations profile and contribute to this flagship month of events.
- We invite all members to submit thought leadership in the form of blog posts on the [AMEC insights page](#) on an ongoing basis. We try to support members by sharing and tagging posts to recognize those members wishing to contribute.

For more information and help to join [contact us](#)