

Research indicates need for new commitment to programme measurement

- *Evaluation sector keen for dialogue with PR professionals*

LONDON, 3rd May, 2010 – Corporate PR teams are twice as likely to see the value of external programme measurement as PR consultancy professionals, according to an international study of the research and measurement sector.

Barry Leggetter, Executive Director of AMEC, said the research results underlined the importance of a leadership debate AMEC had organised involving 5 international PR bodies at its European Summit in Barcelona in June.

He said: “The global PR groups already take programme research and planning seriously with their own internal teams.

“However it is the hundreds of other consultancies we need to reach. It is clear from the research that we need to prove the value of external programme measurement. We need to learn to work with each other better because we are both on the same side and that is to demonstrate to clients that your programme is working!”

The International Business Monitor, carried out by AMEC, the fast-growing international Association for the Measurement and Evaluation of Communication, reports 83% of end user client professionals are increasingly seeing the value of research and programme by external specialists, compared with 41% of PR consultancy professionals.

The study findings did show was that even in difficult economic conditions, six in ten clients (59%) were receptive to finding increased budget if the business case is made.

Other key results of the study are

- Two growing trends are the increase in client demand for social media measurement (92%) and increased demand for international programmes (70%) across more than one country/region.
- AMEC members reported that that demand for AVEs continues to be strong (79%).
- Just over half the members who took part in the study said content licensing is having a business impact (53%) and looked to AMEC to provide advice on the latest content licensing developments (89%).
- 86% of AMEC members taking part in the study said they expected industry conditions to improve in the next year, compared to only 35% in 2009.
- Members are focussing on new business generation, maximising value of existing clients and cost control, as strategies to manage the transition out of recession
- The study showed that the average AMEC company client based is made up of 81% direct clients, 19% via PR consultancies.

AMEC is presenting the 2nd European Summit on Measurement with the Institute for Public Relations, in Barcelona, from 16-18th June. More than 150 representatives from measurement companies and PR agencies in over 30 countries have already registered and will converge on Barcelona to agree on industry-wide metrics and measurement techniques.

It will be the first time the leaders of five global professional bodies will share the same conference platform to evolve what will be known as the Barcelona Declaration of Research Principles. They are: The Global Alliance; IPR Measurement Commission; AMEC; PRSA and ICCO.

The session will be moderated by the Chairman of AMEC's US Agency Research Leaders Group, David Rockland, Ph.D., Partner/CEO, Ketchum Pleon Change and Managing Director, Global Research.

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Note to Editors:

AMEC is the International Association for Measurement and Evaluation of Communication, the global trade body and professional institute for agencies and practitioners who provide media evaluation and communication research.

AMEC currently has more than 90 members in over 30 countries worldwide.

For further information contact:

Barry Leggetter
Executive Director, AMEC
Email: barryleggetter@amecorg.com
Tel: 44 1268 412414
www.amecorg.com