

Workshop H

Has PR cracked the evaluation nut? Moving clients away from their safety net

Workshop Day Sponsor

→ DATA PRO

Jon Meakin, Global Head of Strategic Services, Grayling
Allison Spray, Director of Data & Insights, Hill+Knowlton
Strategies

Jonny Bentwood, Global Head of Data & Analytics,
GOLIN

Giles Peddy, SVP EMEA Corporate Development, LEWIS
Francis Ingham, Director General, PRCA & Chief
Executive, ICCO

Moderator: **Natasha Kennedy**, Global Managing Director,
Research, Analytics and Measurement Practice Group,
FleishmanHillard

Natasha Kennedy

Global Managing Director
Research, Analytics and Measurement Practice Group
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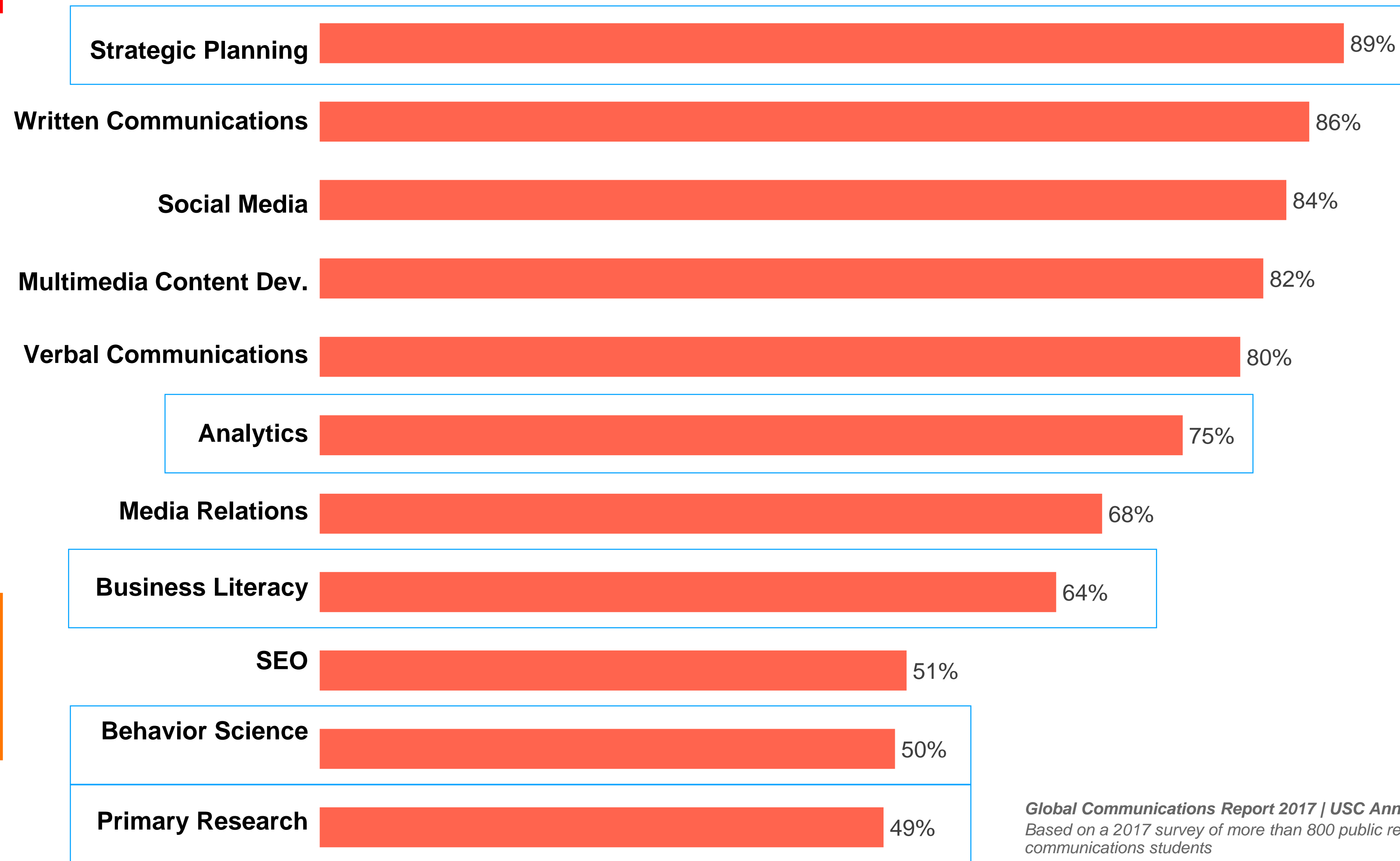
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TOP SKILLS FOR THE FUTURE



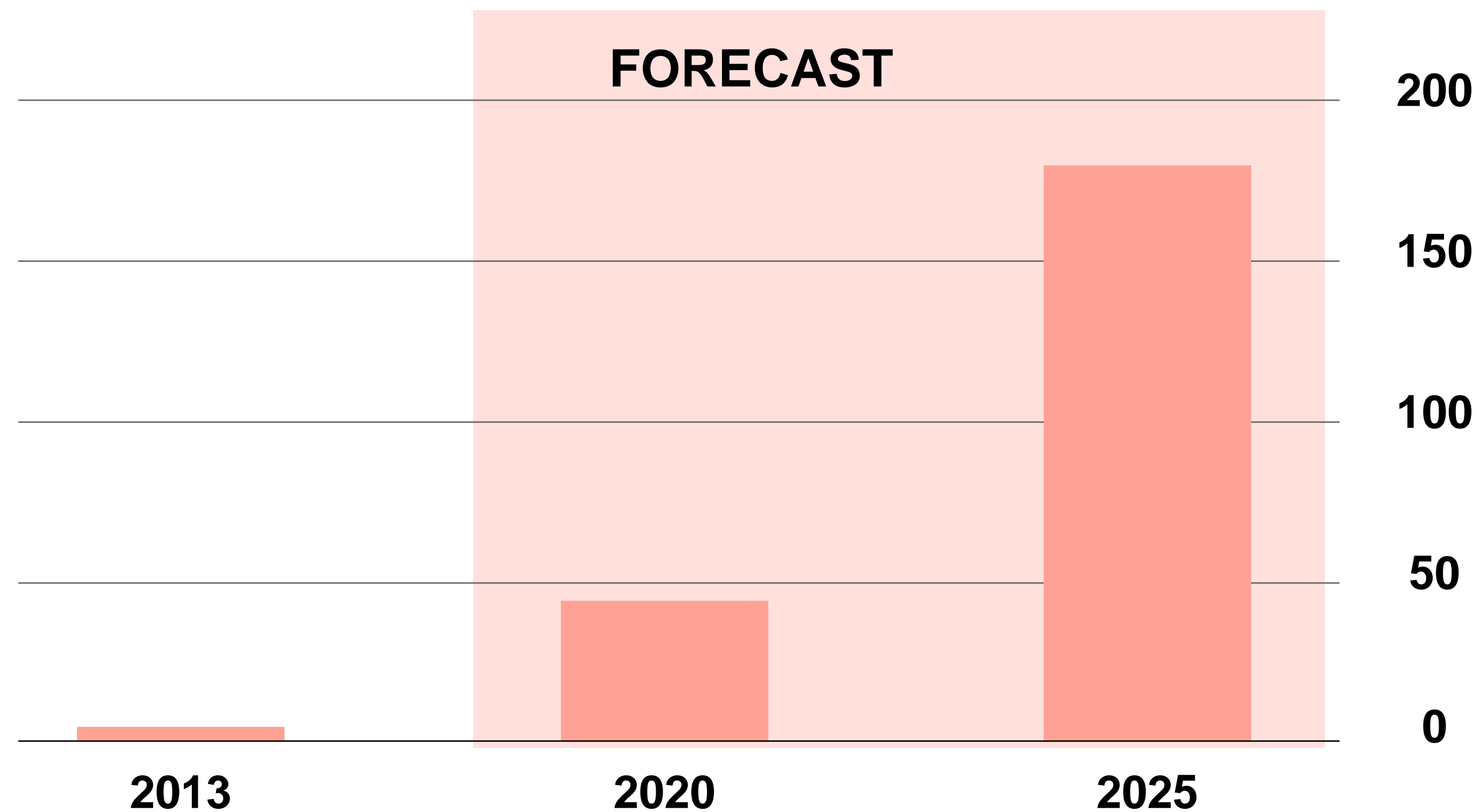
*Global Communications Report 2017 | USC Annenberg School for Communication and Journalism
Based on a 2017 survey of more than 800 public relations executives and almost 700 public relations and communications students*



Byte Marks

The Digital Universe - Zettabytes

**EXPLOSION
OF DATA**



Sources: IDC; Bloomberg
Economist.com



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Global Increase in CEOs with Finance Background

20%

INCREASE IN CFOS
TRANSITIONING TO CEO¹

40%

FTSE 100 CEOS WITH
FINANCE BACKGROUND²

Jon Meakin

Global Head of Strategic Services
Grayling

GRAYLING



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Grayling is on a journey

**“The
Measurement
Slide”**

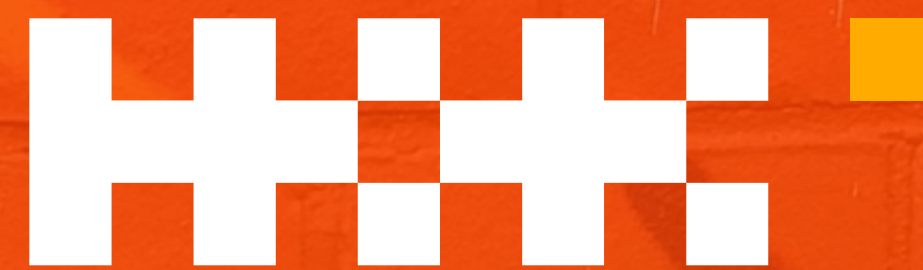
**One client at a
time**

**Pegs and
holes
(and tools)**



Allison Spray

Director of Data and Insights



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What makes it so valuable?

- Consistent and credible approach
- Can be tailored to very specific use cases and objectives
- Key component to entries for global PR awards



How do we apply the IEF?

Made to Measure™

Your business is unique, and your measurement should be custom to you



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Five quick 'nudges'

1 **KEEP
IT
SIMPLE**



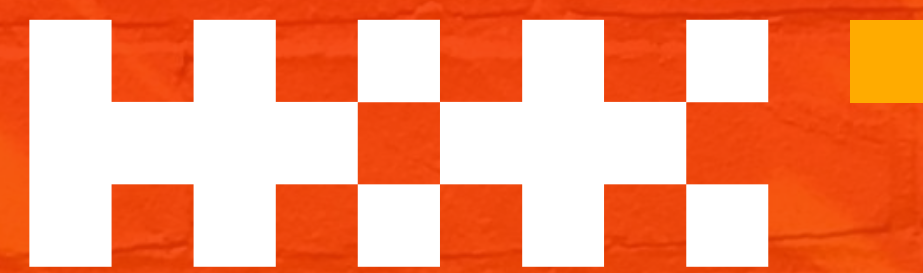
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Thank you



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Jonny Bentwood

Global Head of Data & Analytics, Golin

The Golin logo, featuring the word "GOLIN" in a bold, yellow, sans-serif font, centered within a white rectangular box.

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The Rocket Science of PR Measurement



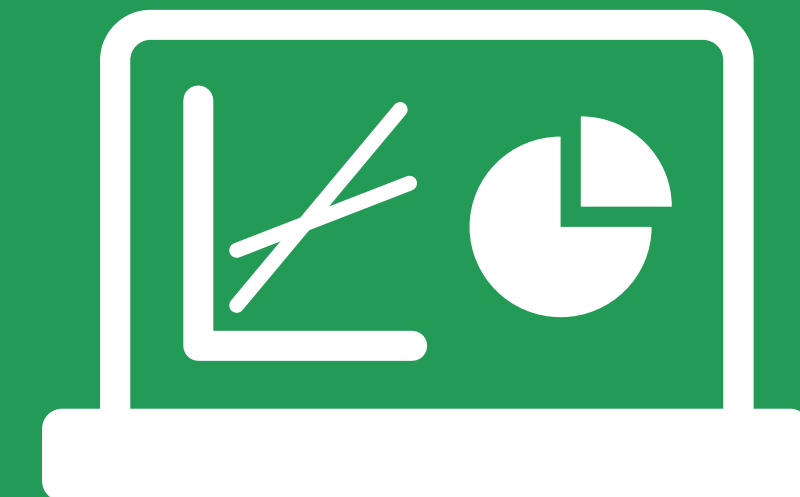
Demonstrate value ...as 2018 is the year of reckoning



DESCRIPTIVE



PRESCRIPTIVE



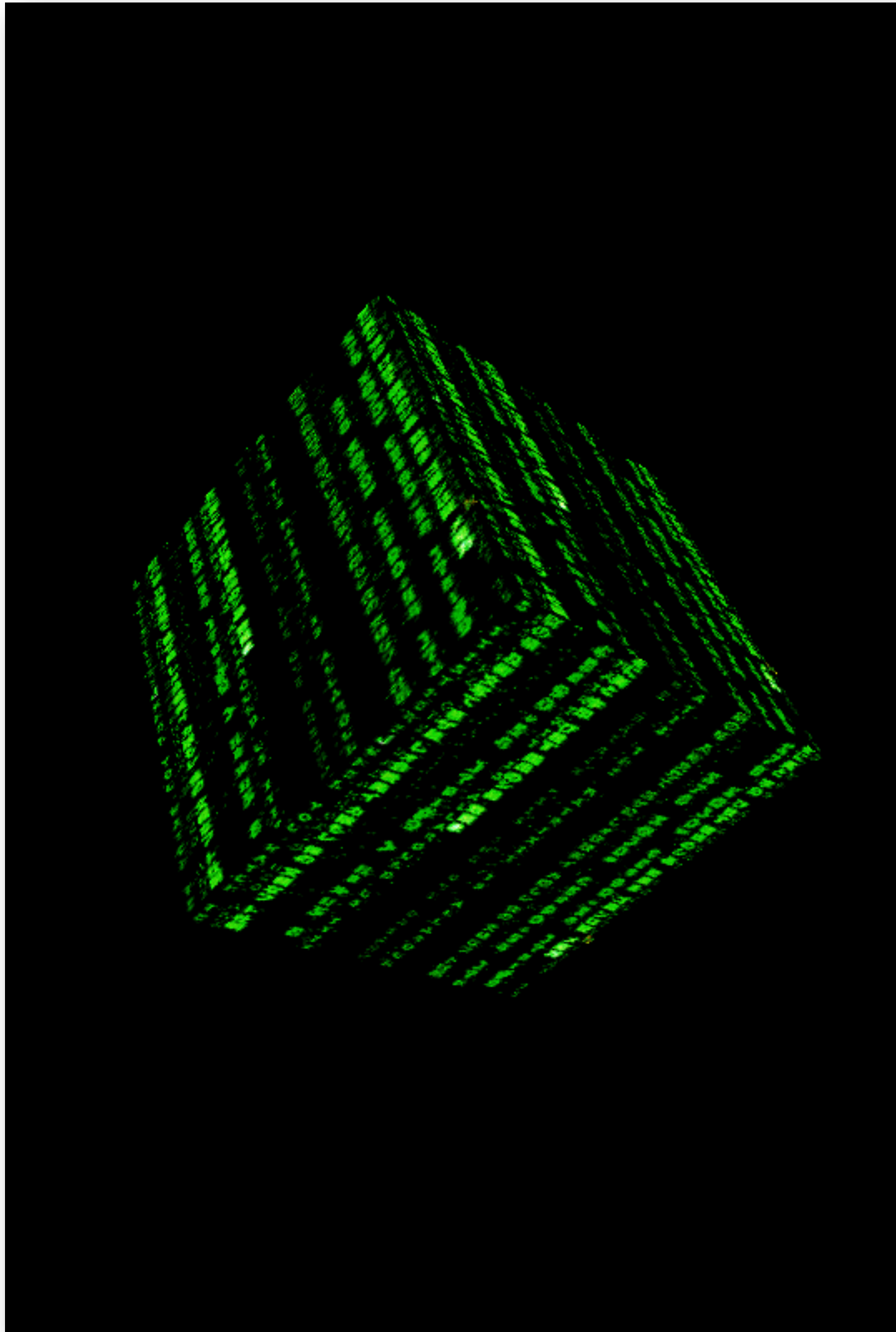
PREDICTIVE

Brand PR has 50% increase in efficacy by aligning with Customer Journey



Model for success

- Earned first
- Amplify through paid
- Driven by data



Giles Peddy

SVP EMEA Corporate
Development



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Use of AVEs

Raise your hand if you still use
AVE in some capacity



Why?

- Does management demand it?
- Have you always done it that way?
- Don't know another known measure?



Breaking bad measurement



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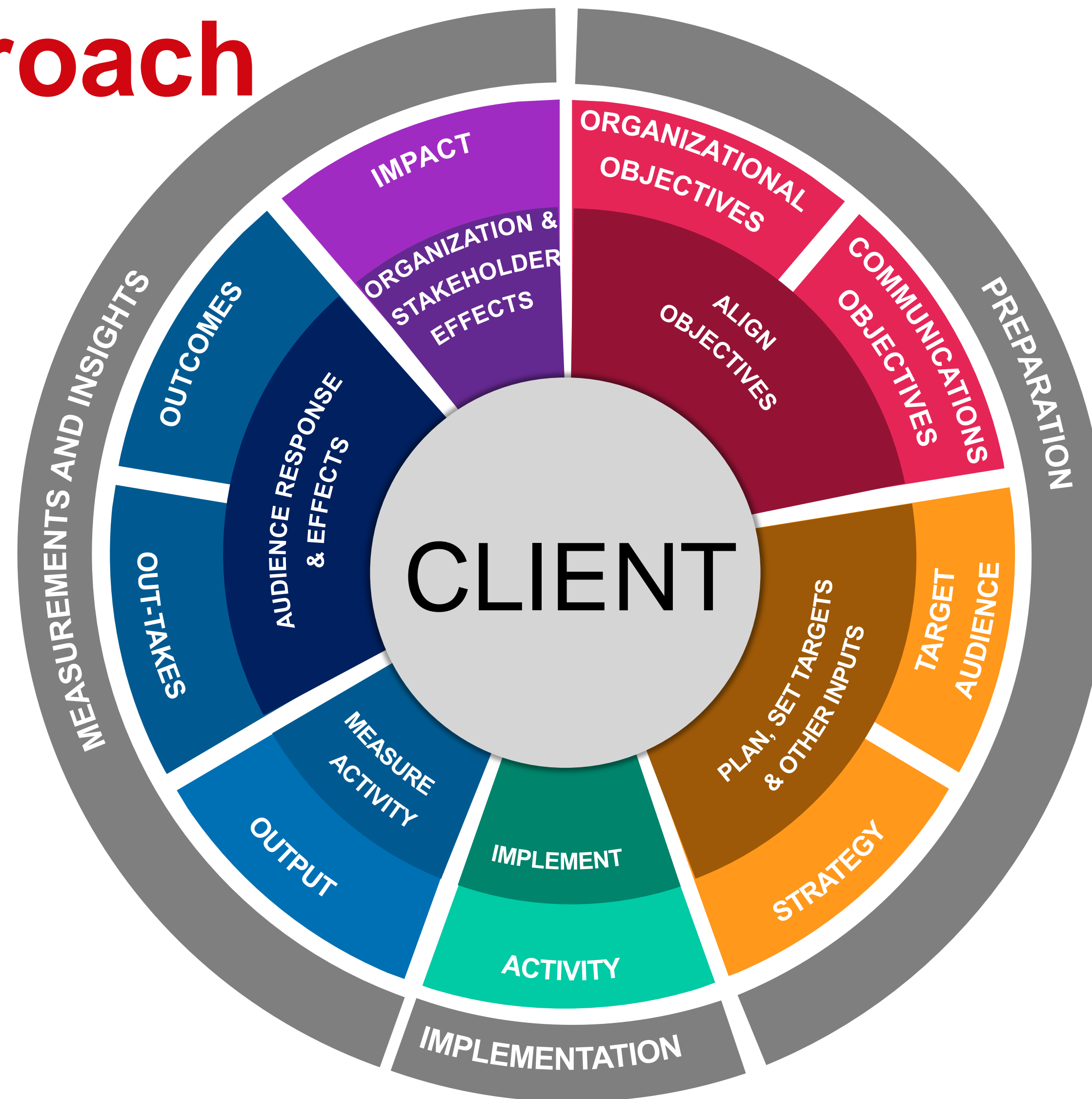
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Ask a simple question...

**What business impact will your
marcomms program have on my
organization?**



LEWIS Approach



Three quotes to leave you with

- “If you cannot measure it, you cannot improve it.”
Lord Kelvin
- “I had six honest serving men. They taught me all I knew.
Their names were: Where, What, When, Why, How and Who.”
Rudyard Kipling
- “Evaluation is not the same as measurement.”
Me



Francis Ingham

Director General, PRCA
Chief Executive, ICCO



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MEASUREMENT & THE THREE i'S

BARCELONA
12-14 June, 2018

Insights, Innovation and
Integration driving the future

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10th

Global Summit on Measurement



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