

Workshop K

Measurement trends in Latin America Results of a new survey?

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Latam Census on Measurement

A promising outlook.



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A first look at the report

- The majority of respondents categorized comms measurement as either “critical” or “very important”
- The majority of respondents felt they personally needed to pay more attention to the area of comms measurement
- Only a little over a quarter of respondents felt measurement was essential to PR/Communications programmes



LESSONS LEARNED



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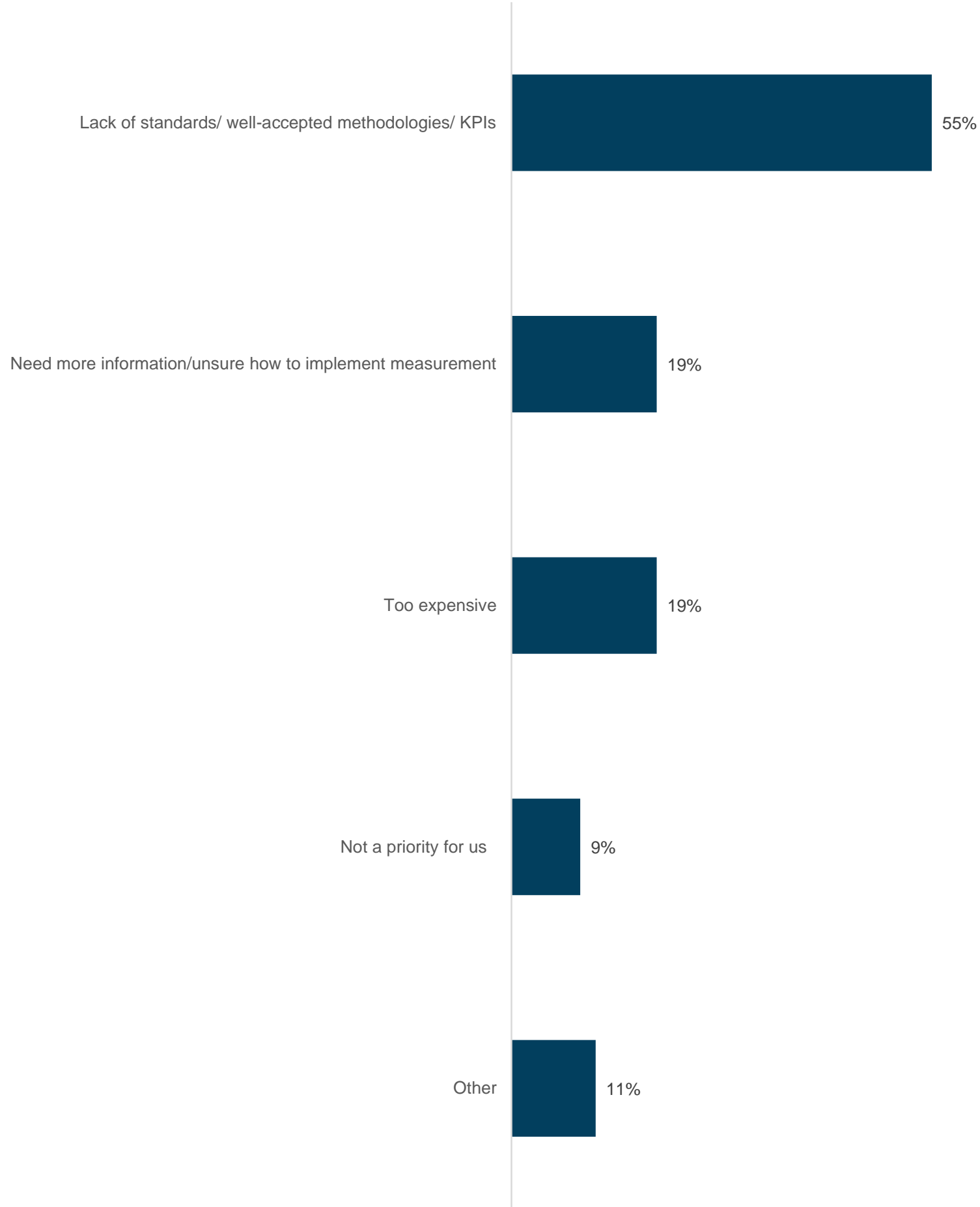
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Why is measurement not essential?

Why is measurement not essential, an opportunity.

When asked why they answered measurement is NOT essential to a PR/Comms programme, more than half the respondents blamed it on to the lack of standards.

This is an amazing opportunity for the Latam chapter to bring forth standards that help bridge this gap.

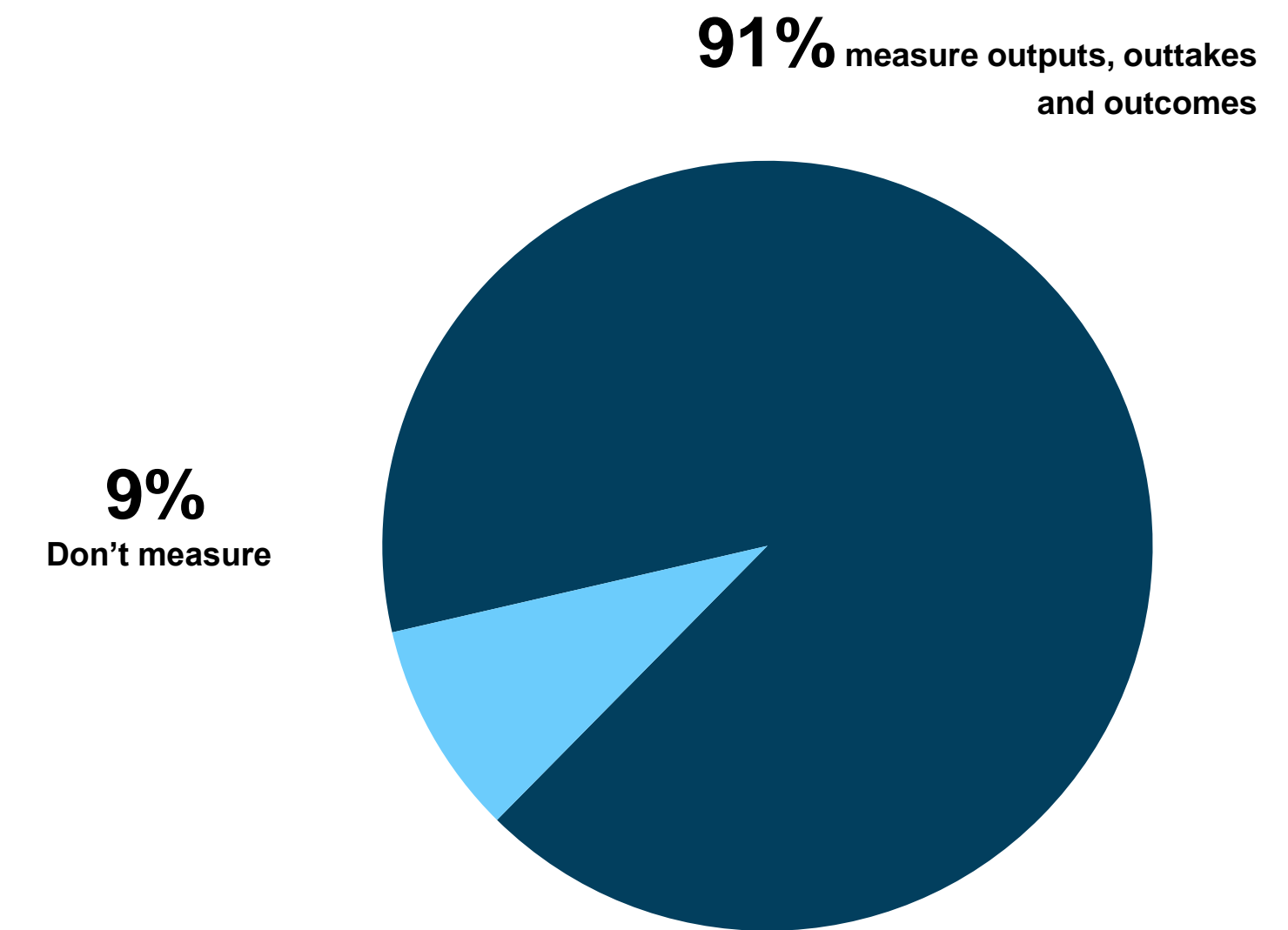


How are they measuring?

Outputs, outtakes and outcomes

An outstanding majority of respondents say they measure outputs, outtakes and outcomes, but how?

And more importantly, how do they correlate them to business strategy?

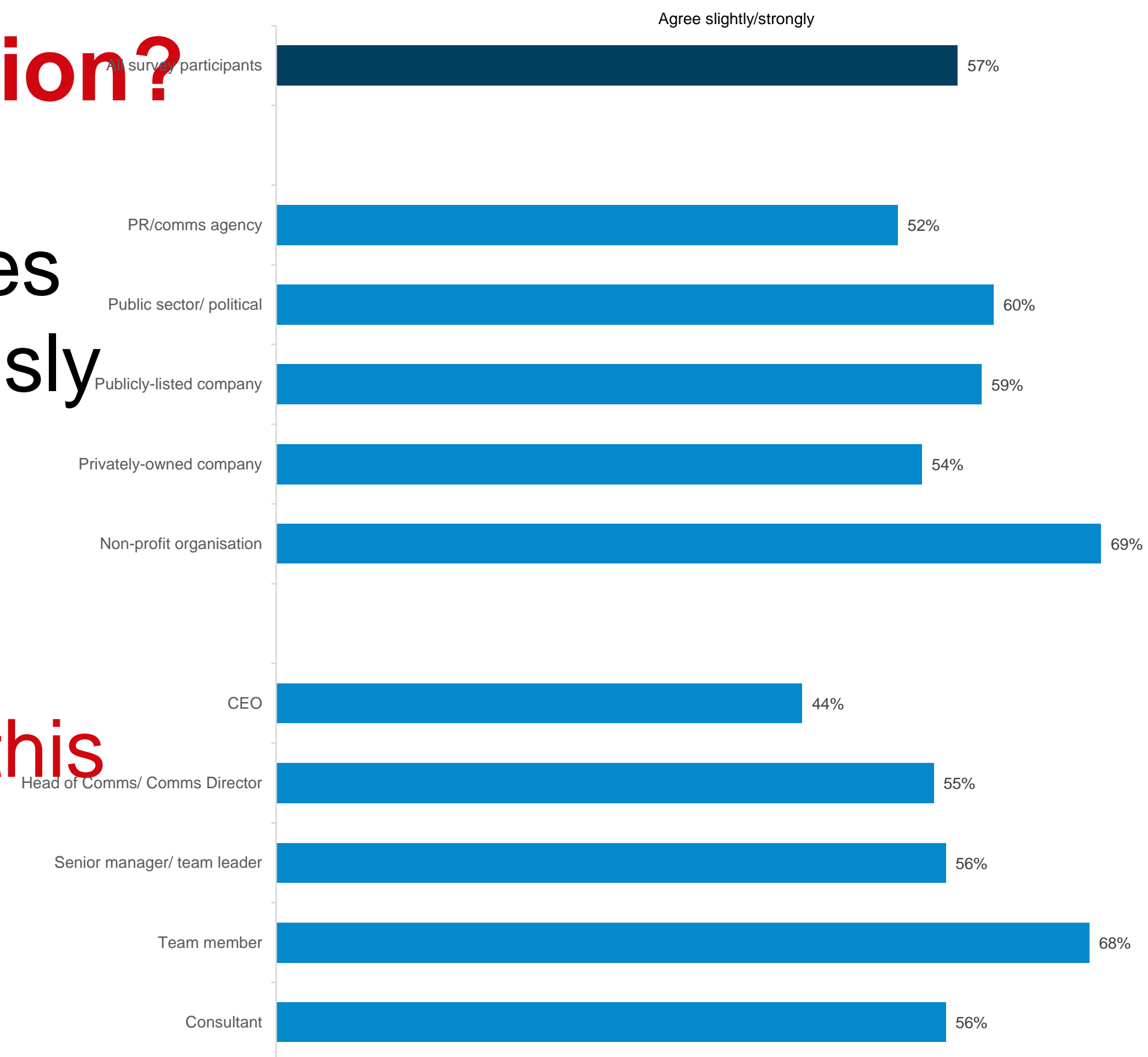


Are latam PR Professionals underestimating their region?

More than half think businesses take measurement less seriously in latam.

The lower the position, the higher the likelihood to affirm this statement.

Regional attitudes to measurement

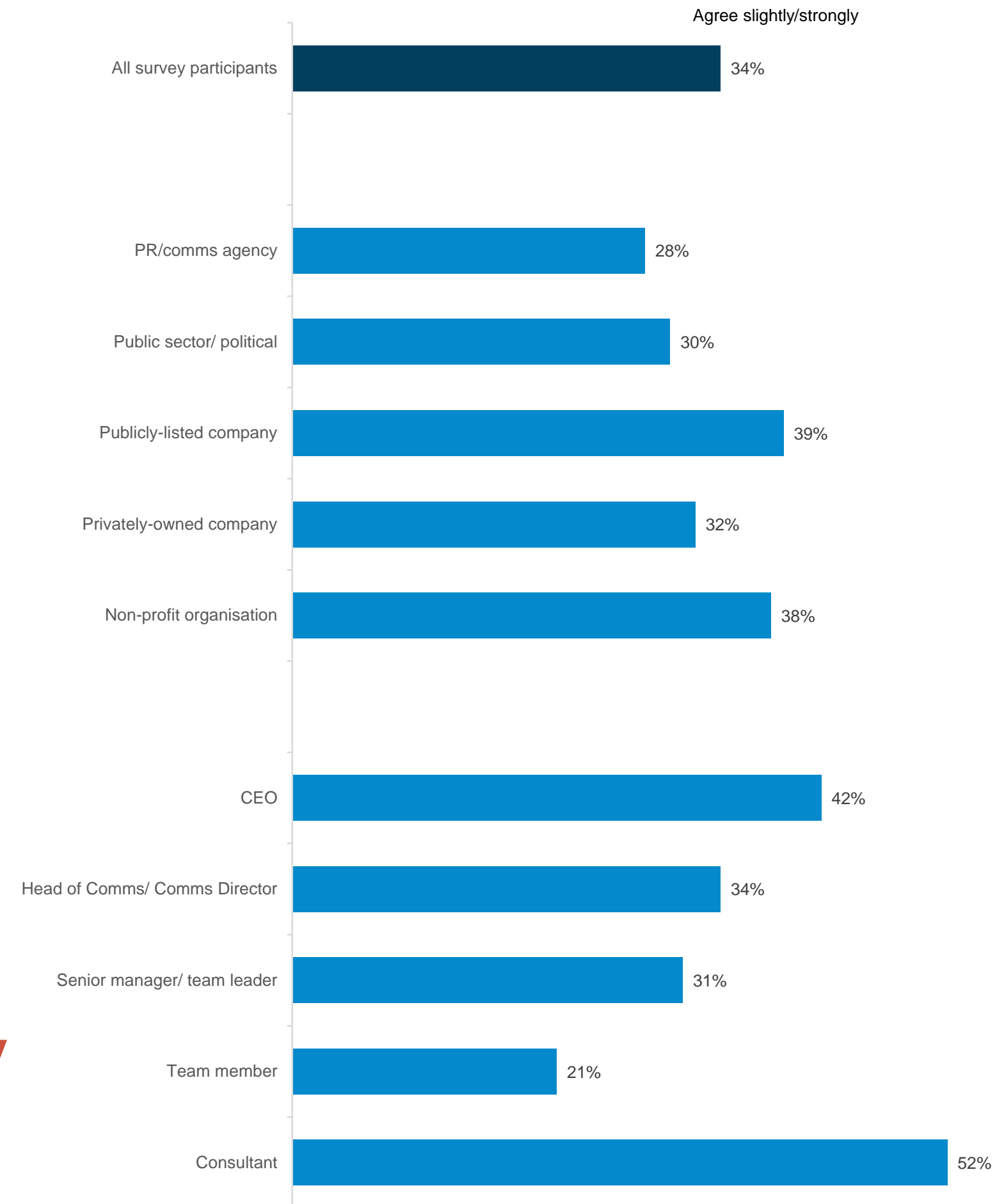


Or are CEOs overestimating their knowledge?

More than 40% of CEOs considered they are “fully up to date with the latest measurement tools, trends and methodologies”.

How do they stack up when asked about our industry body or certain standards?

I feel fully up-to-date with the latest measurement tools, trends and methodologies (% = agree slightly + strongly)



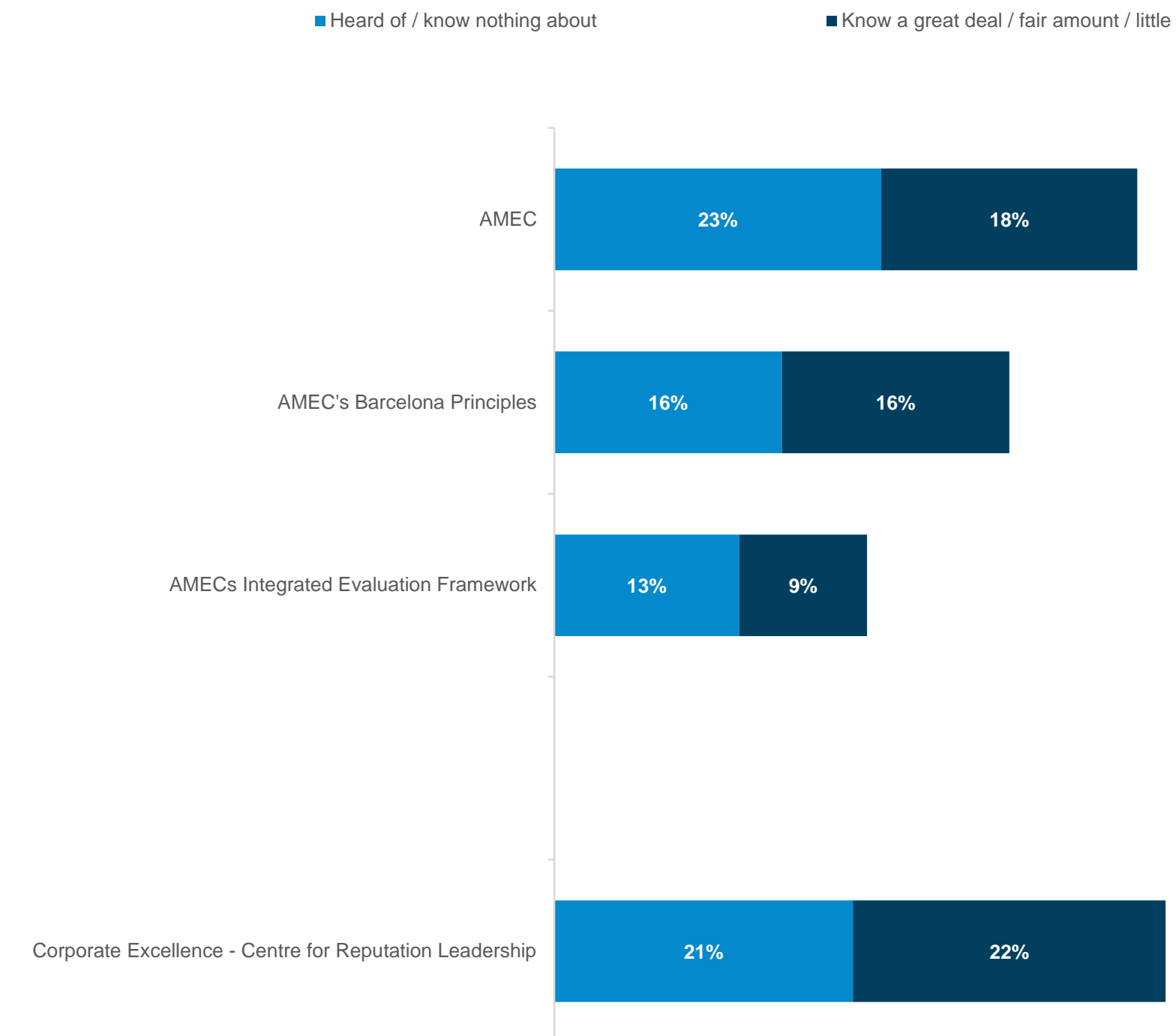
An opportunity for AMEC?

A mere 18% of respondents considered they knew about AMEC (a little/fair amount/ a great deal).

Even less knew about the Barcelona principles and evaluation framework.

Clearly not as up to date as they think.

Awareness of industry bodies



A roadmap for the AMEC chapter?

We clearly have a throve of opportunities, both in educating the PR Public by doing member outreach and by communicating better as a chapter the existence of our industry body and of our overarching standards.



Latam Chapter thrives in opportunities.



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