



AMEC GLOBAL COMMUNICATION EFFECTIVENESS AWARDS 2012

13-15 June 2012

A unique international showcase of communications programme excellence

www.amecorg.com

The AMEC Awards, which are now in their 10th year, recognises and celebrates exceptional work and accomplishments in putting programme research, measurement and evaluation on the Agenda, especially since the adoption of the Barcelona Principles framework in 2010.

This is a new-style AMEC Awards after a deliberate 12 months break to review how to make the AMEC Awards the biggest event of its type internationally. The AMEC Awards 2012 will be different by:

- Making the AMEC Awards truly international by forming an International Judging Panel
- Encouraging entries from the global PR industry
- Celebrating the Awards as an international event by announcing the winners at AMEC's European Summit in Paris at a Dinner to be held in June 2012

NEW FOR 2012 - THE STUDENT OF THE YEAR AWARD

In 2012 a new category has been introduced which is open to all students studying communications and public relations on a worldwide basis.

To enter the category you will need to submit a 2,000 word dissertation on "**What is the role of the measurement and evaluation of communications in an economic downturn?**". There is no charge to enter this award.

Judges

- Chair: Professor Tom Watson, Professor of Public Relations, Media School, Bournemouth University, UK
- Professor Jim Macnamara, Deputy Dean Professor of Public Communication Faculty of Arts & Social Sciences University of Technology Sydney, Australia
- Dr. Brad L. Rawlins, Chair and Associate Professor, Department of Communications, Brigham Young University, USA
- Professor Dr. Ansgar Zerfass, Institute of Communication and Media Science Department Communication Management and Public Relations, University of Leipzig, Germany

Judges will be looking for a balance between practice knowledge, academic prowess and the demonstration of greater insight into the ability to analyse and synthesise ideas.

Why enter?

An opportunity to be put your work in front of top international academics and the media analysis and research business with the recruitment opportunities that this could mean.

The Award carries a £250 Stipend, a complimentary place at the three day European Summit on Media Measurement 2012 in Dublin, Ireland (June, 13-15) with the exposure and networking opportunities this will provide and accommodation for two nights.

Entry deadlines

Final deadline (extended!): 19 December 2011

The judging will take place early 2012 with the result announced early March.

How to enter

The CIPR is managing the awards entry process for AMEC. Simply go to www.cipr.co.uk/content/events-awards/amec-awards for further information on the awards and how to enter online your contact details and submit your dissertation.

Any questions? Contact nicolagardiner@amecorg.com