

LGcomms



Quantifying the impact and benefits of our work in the COVID-19 era

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Delivering what matters

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@UKGovcomms

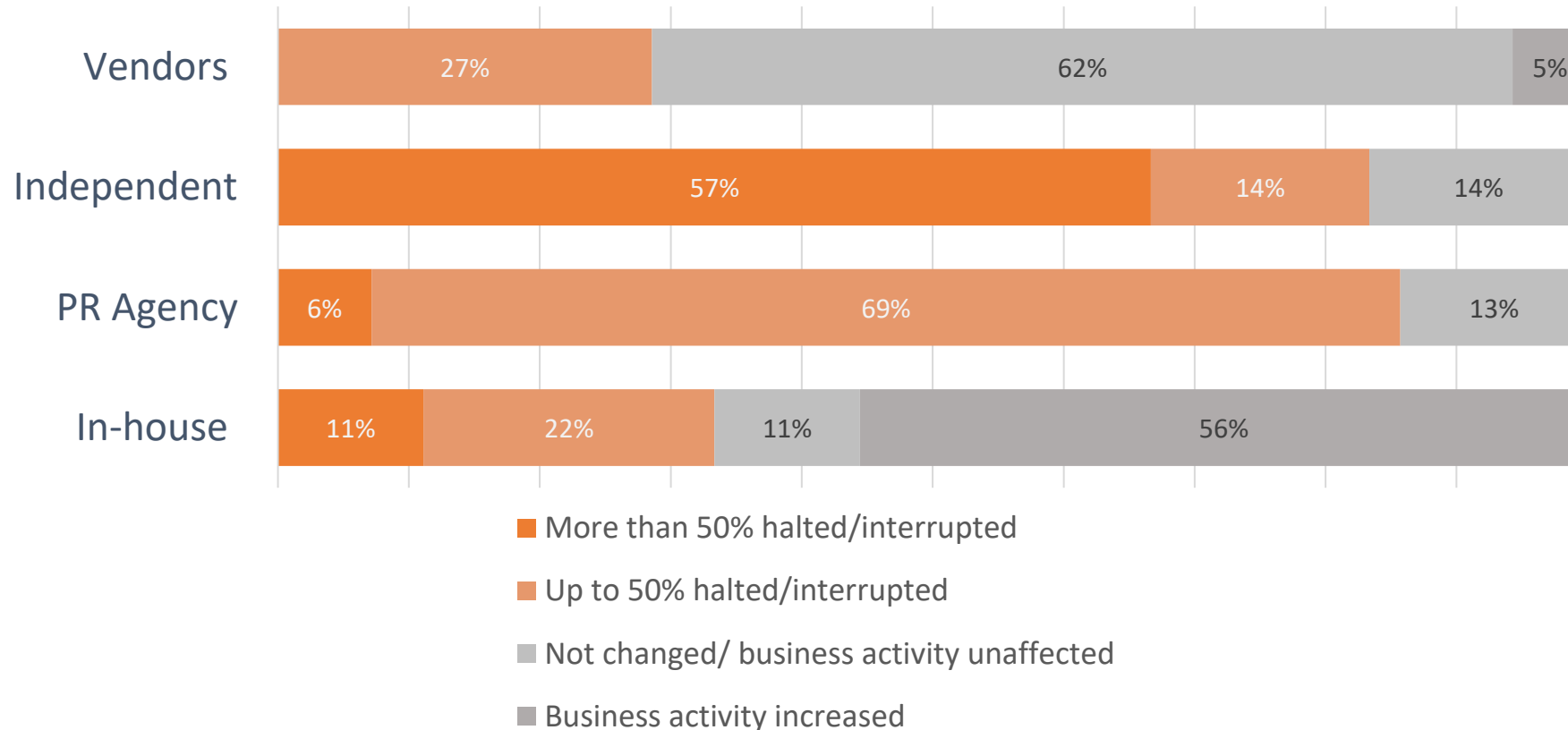
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#CommsAcad



Impact of Coronavirus pandemic

Business affected by COVID



Type of impact

■ Slight disruption

■ Moderate or severe disruption

Sales and business development*

18%

78%

Office-based work activities

16%

71%

Client/stakeholder communication

51%

22%

Supplier communication

38%

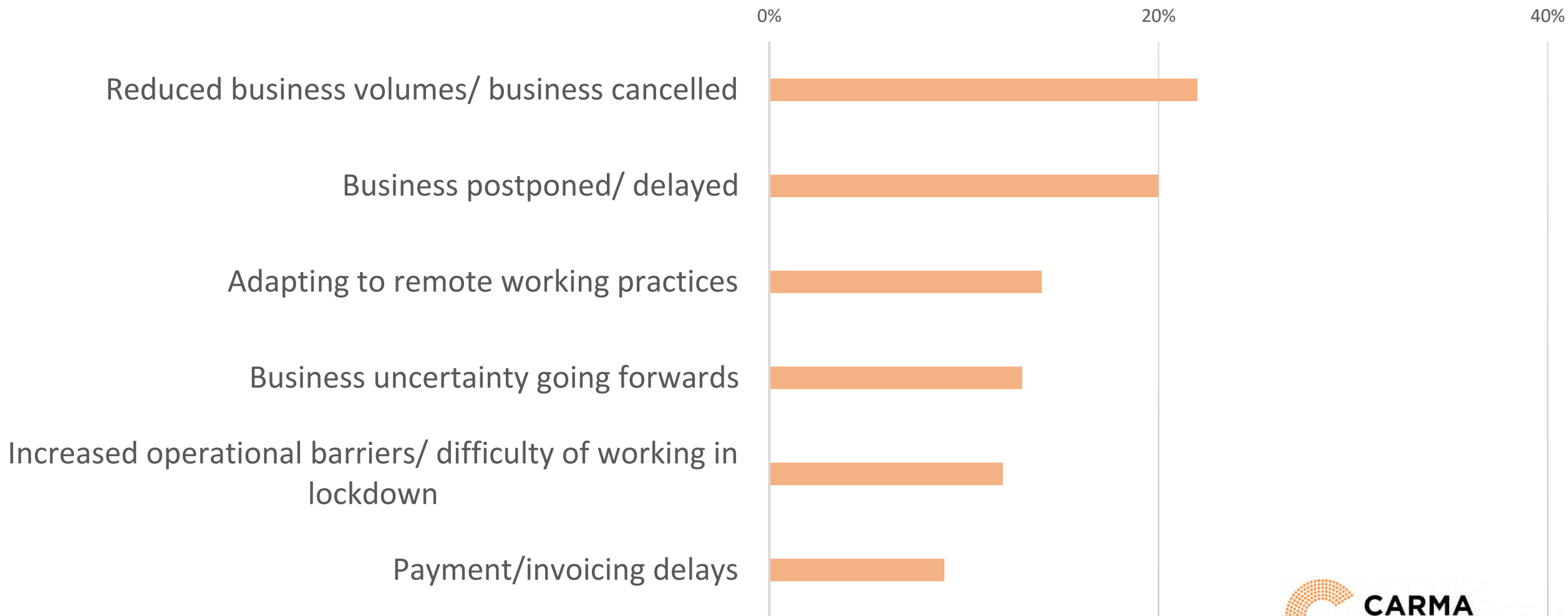
14%

Supplier service delivery

39%

13%

Additional areas of impact









NO NEED OR DEMAND

NO BUY IN

TOO DIFFICULT / COMPLEX

LACK OF STANDARDS

LACK OF TIME

TOO EXPENSIVE

TOO SIMPLISTIC

INABILITY TO INFLUENCE ORG'S OBJECTIVES

AVE & IMPRESSIONS SUFFICE

FEAR THE RESULTS



Barcelona Principles 3.0

SET GOALS

LINK OUTPUTS, OUTTAKES & OUTCOMES

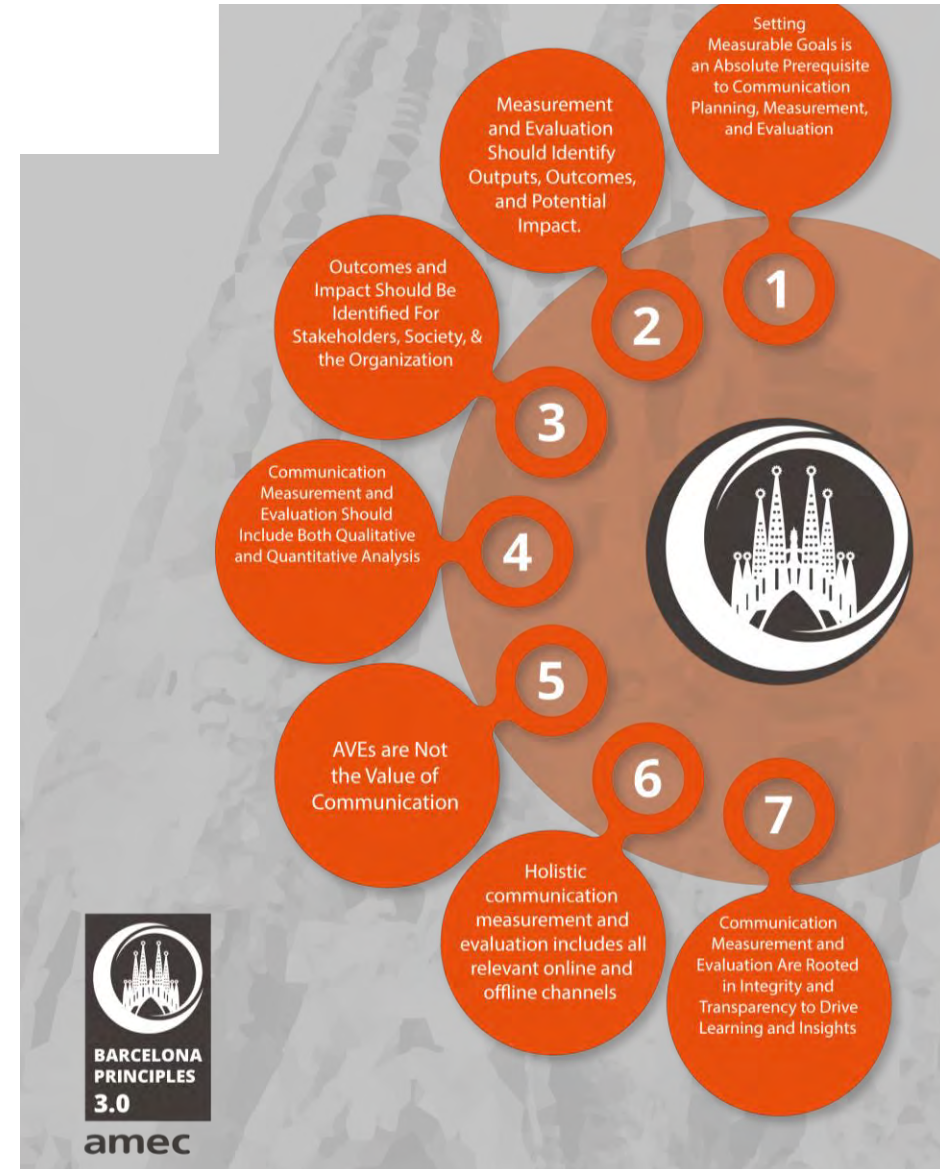
OUTCOMES AND IMPACT SHOULD BE RELEVANT

USE QUALITATIVE AND QUANTITATIVE ANALYSIS

AVES ARE NOT THE VALUE OF COMMS

MEASURE COMMS ON AND OFFLINE

MEASUREMENT MUST BE TRANSPARENT



**“A grave mistake that’s
done more to undermine
PR than any other.”**

“The IPR Journal” 1949

The definitive list of 22 reasons why AVEs shouldn't be used

by **Richard Bagnall**,
Chairman of AMEC
and a senior global communications
effectiveness consultant



**amec**

HOME

FRAMEWORK

SUPPORTING MATERIAL

ACKNOWLEDGEMENTS

CONTACT

**INTEGRATED
EVALUATION
FRAMEWORK**
by amec

amecorg.com/amecframework

WELCOME

Welcome to the resource centre for AMEC's new Integrated Evaluation Framework. This new special section of AMEC's website has been put together to answer the most common challenges and pressures faced by communicators today as they look to prove their value in a rapidly evolving media landscape.

**INTEGRATED EVALUATION FRAMEWORK****CARMA**

Delivering what matters



CARMA
Delivering what matters

Objectives

Organizational Objectives

What are the broad objectives of your organisation?



Communications Objectives

What are your communication objectives for this program?



ORGANIZATIONAL OBJECTIVES are usually published in the organization's business plan or strategy. They are often long-term and require more than communication. Identify which organizational objectives your communication program can support.

For Further information [click here](#)

STAGES

Macro-level

Short definition

KEY STEPS

Meso-level

METRICS & MILESTONES

Micro-level

METHODS of evaluation

INPUTS'

What you need in preparation for communication

- Objectives
- Budget
- Resources (e.g., staff, agencies, facilities, partnerships)

- SMART objectives
- Targets / KPIs

- Internal analysis
- Environmental scanning
- Feasibility analysis
- Risk analysis

Activity

3

Outcomes

6

Click on submit button to view your content in the Integrated Evaluation Framework by AMEC.

SUBMIT



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m3.amecorg.com

Welcome

Welcome to M3, a measurement and evaluation planning tool developed by AMEC to help PR professionals better plan and resource their measurement and evaluation programmes.

Start your measurement journey here.







Stories that matter:

CAPTAIN TOM MOORE

Six key PR insights from
the feel-good news
event of 2020





BENCHMARKS

COMPETITORS

TARGETS

PAST PERFORMANCE METRICS

BEHAVIOURS

TIME FRAMES

VELOCITY

Be Nimble

PLANS

STRATEGY

TACTICS



Reputation: Your license to operate

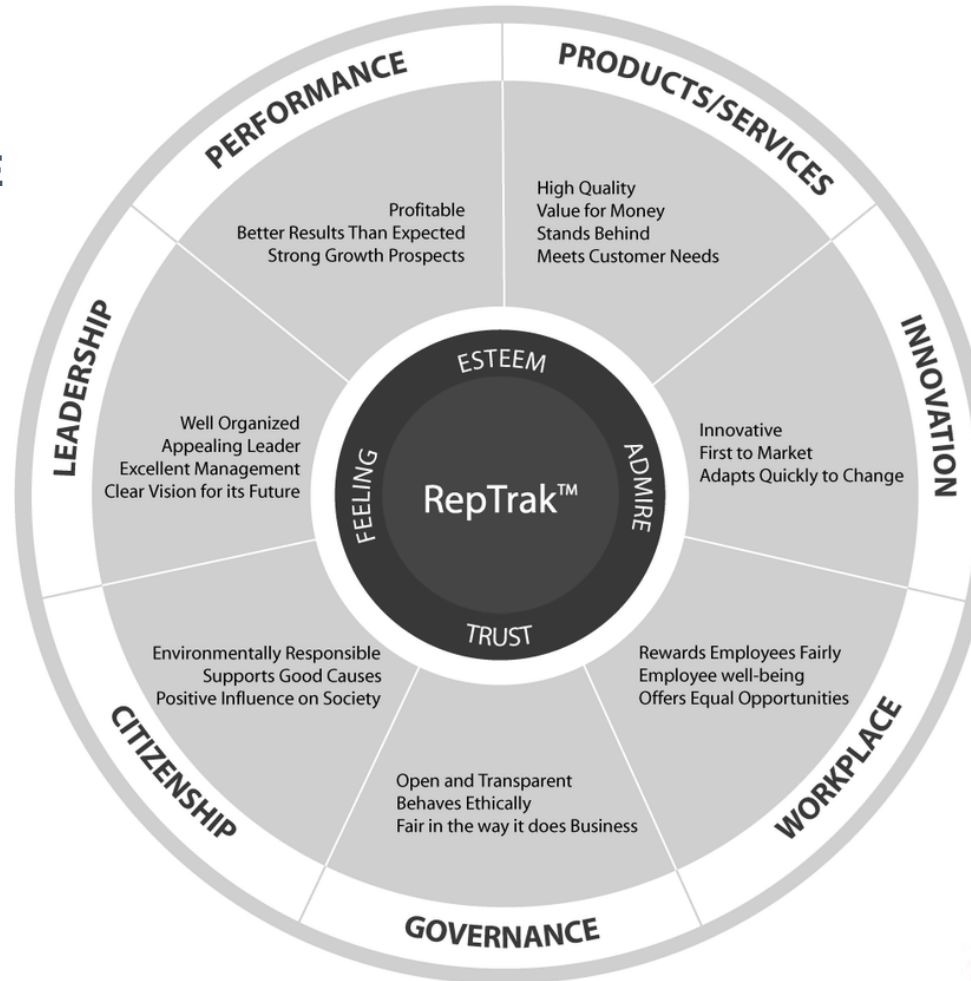
REPUTATION: DEFEND, PROMOTE & ENHANCE

ETHICS

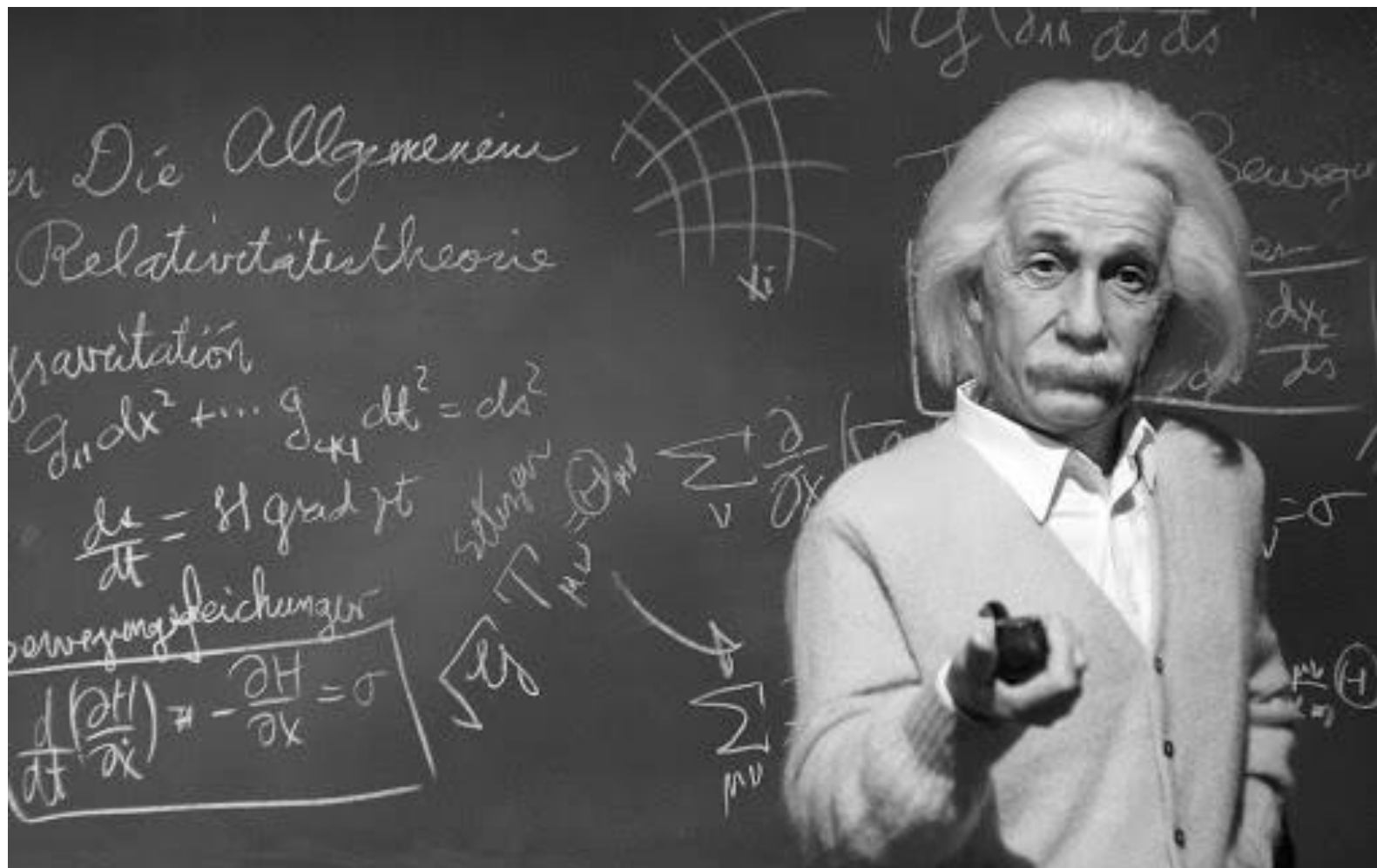
TRUST

CLARIFY PURPOSE

MONITOR & EVALUATE



Measure Better



SPEED UP

REVIEW REPORTING STYLE

INSIGHTS AND MEASUREMENT

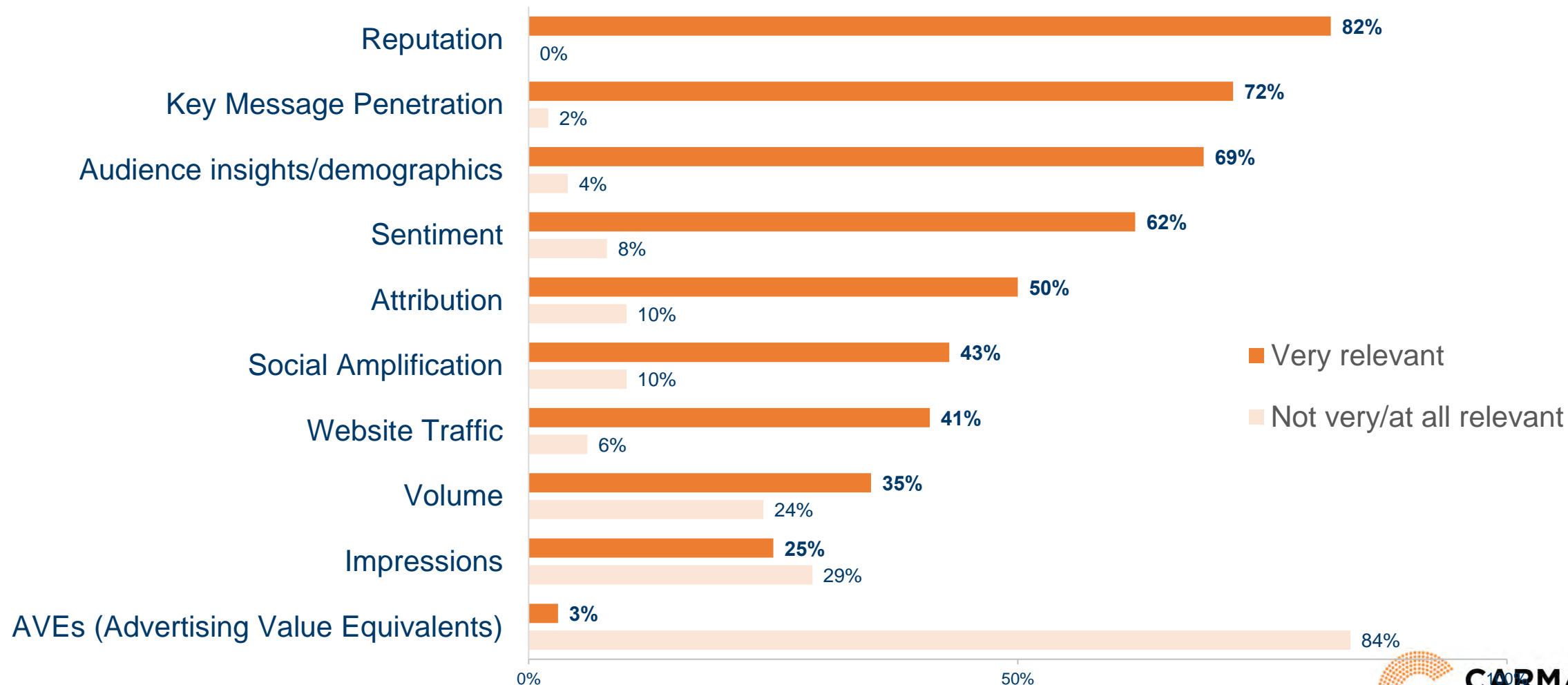
APPROPRIATE AUTOMATION

UPSKILL

BE RELEVANT TO ORGANISATION

VELOCITY

The good news: Relevance of Metrics 2020

**CARMA**

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Tips for success

OBJECTIVES, COMMS PLAN, ACTIVITY AND MEASUREMENT SHOULD ALL BE CO-ORDINATED

DON'T RELY ON AUTOMATION & DASHBOARDS

CHART PORN & DATA PUKE MAY NOT BE RELEVANT OR MEANINGFUL

IMPRESSIONS, ENGAGEMENT \neq KNOWLEDGE, AWARENESS, AFFINITY ETC

SMART OBJECTIVES *AND* TARGETS – ADVANCED BUY IN

TAKE THE TIME & EFFORT REQUIRED – DON'T TRY TO OUTSOURCE THINKING

TELL A MEANINGFUL MEASUREMENT STORY

“It’s not a nice to have. It’s an integral part of comms”

“Make measurement a mainstream part of every PR programme and campaign. It’s not a nice to have. It’s an integral part of communications.”

Alex Aiken

