

Gorkana Group to speak at the European Summit on Measurement

This June **The International Association for the Measurement and Evaluation of Communication (AMEC)** is organising a worldwide campaign centred on its European Summit in Lisbon (June 8-10) to show how public relations measurement can result in improved brand equity, corporate reputation, employee engagement, stock price and other business objectives.



AMEC and its partner, the **Institute for Public Relations (IPR)**, are leading the drive to embed programme research and measurement at the heart of every PR programme. As part of the summit, they will be hosting a big industry leadership debate called “*Setting the Measurement Agenda*”, with client, international speakers and delegates fully involved.

PR organisations throughout the world, including the US, India, Middle East, Europe and Australia are working with AMEC to ask their members to take part in a survey which will form a key part of the flagship Measurement Agenda 2020 debate at the Summit. The survey is the first step to identify the attitudes of communicators towards programme measurement, and the need to get business leaders to place more value on public relations activity. The results of the survey will be presented at the Summit.

Of the eight workshops planned Gorkana Group Managing Director **Jeremy Thompson** and Director, **Richard Bagnall** will be involved in three which include ‘Future of the Media – Content is King’ and ‘Moving Towards a Global Standard of Social Media Measurement’. Attendees will also hear from over 40 expert international speakers from companies such as Facebook, Microsoft, FedEx, The Independent, European Newspaper Publishers Association (ENPA), Oxfam, BBVA, and the Council of Europe.

The European Summit on Measurement Summit takes place in Lisbon (June 8 -10), the full programme and information on how to book your place can be found on their [website](#).