

About This Guide

Our aim is to encourage more PR professionals, working in consultancy and in-house, to regard PR measurement as an everyday part of what they do.



AMEC is the fast-growing global trade body and professional institute for agencies and practitioners who provide media evaluation and communication research.

amecorg.com

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PRCA is the professional body that represents UK PR consultancies, in-house communications teams, PR freelancers and individuals. The PRCA promotes all aspects of public relations.

prca.org.uk

prca 

ICCO is the voice of public relations consultancies around the world. The ICCO membership comprises national trade associations in 28 countries across the globe.

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