



# THE PR PROFESSIONAL'S Definitive Guide to Measurement

## CHAPTER 1

### Measurement is the final ingredient to help PR realise its potential

Francis Ingham & Richard Bagnall



**The PR and Communications industry stands at a pivotal point. For more than a decade, it has grown every year, and grown in every region of the world. It is now an integral part of every organisation's operation. And it has ridden the wave of marketing integration with great success.**

For it to achieve its absolutely full potential, the industry needs to add just one more ingredient -it needs robustly and constantly to prove its value. Nobody serious any longer doubts the importance of evaluation. But sometimes it's an afterthought. And sometimes it's considered too complicated.



This third version of the AMEC, ICCO & PRCA PR Practitioner's Guide to Measurement takes away any last excuses for not putting evaluation at the heart of every piece of work. It's practical, not theoretical. It's accessible. And crucially, it's highly international.

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This publication draws on the enormous strength of the decade-old partnership between AMEC, ICCO, and the PRCA. Collaboration between the world's largest media intelligence and insights professional organisation; the world's largest body of PR agencies; and the largest professional body for PR and communications practitioners in EMENA gives us breadth, depth, and clout.

Measurement and evaluation is an imperative that transcends borders and specialisms. By addressing it internationally as we do here, we can help set common standards and expectations across the roughly hundred countries in which we operate.

Our thanks to all the contributors whose work is profiled here. And our even deeper thanks to those who have worked so tirelessly over the years to drive forward our shared agenda of modernisation and professionalism.



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Every article and piece of advice here deserves attention. Each different perspective makes its own contribution to our shared store of evaluation and measurement knowledge. So – enjoy the publication. And -in the spirit that lies behind this whole area of work- do let us know what you think of our output!

## Francis & Richard's Top 3 Measurement Tips

1. **Start with the end in mind!** When planning your campaign activity set measurable goals, targets and KPI metrics.
2. **Measure holistically across the PESO channels.** AMEC's Integrated Evaluation Framework is a free to use resource in 17 languages makes this easy. Use it!
3. **PR and communications measurement must move beyond purely content analysis.** Demonstrate outtakes and outcomes as well as the organisational impact of your work.



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