Time(PDT)	Username	Update
5/6/2014 9:01	jenzings	It's noon (by my clock) so #MeasurePR is underway! We'll be welcoming our guest in a minute, but first, reminders:
5/6/2014 9:02	jenzings	Tag your tweets with #measurePR so we can follow them, please...and, label your answers with A1, A2, in line with Q1 and Q2, etc.
5/6/2014 9:03	jenzings	...and, if you have questions, please DM me, so that we can keep the chat flowing properly! #MeasurePR
5/6/2014 9:04	jenzings	So, with all of the rules out of the way, let's welcome our guest, @richardbagnall to #MeasurePR...welcome to the chat!
5/6/2014 9:04	richardbagnall	Hello everyone on #measurepr, it's a real pleasure to be back.
5/6/2014 9:04	jenzings	And, please let me know if you're joining us--we love to know who's here! #MeasurePR
5/6/2014 9:05	jenzings	@richardbagnall Welcome! How are things in the UK today? #MeasurePR
5/6/2014 9:06	jenzings	RT @richardbagnall: Hello everyone on #measurepr, it's a real pleasure to be back.
5/6/2014 9:06	richardbagnall	Very good - we've been enjoying an unseasonably mild winter unlike the USA. And I'm just back form a great holiday in Croatia! #measurepr
5/6/2014 9:07	EngageGXD	@jenzings Great being here! This is Janice, Social Media Engagement Specialist at experience design firm GenesisXD! #MeasurePR
5/6/2014 9:07	jenzings	Things appear to be a bit quiet here, so I'll just start with the questions for @richardbagnall - who's lurking? let us know #measurepr
5/6/2014 9:08	jenzings	Okay @richardbagnall Q1: the AMEC conference is coming up in June 11-12, in Amsterdam. What will the conference cover? #MeasurePR
5/6/2014 9:09	jenzings	@EngageGXD Great to have you here Janice! Welcome! #MeasurePR
5/6/2014 9:09	jenzings	RT @EngageGXD: @jenzings Great being here! This is Janice, Social Media Engagement Specialist at experience design firm GenesisXD! #Measure…
5/6/2014 9:09	richardbagnall	A1 200 delegates are expected from 25 countries all meeting to learn & network with top client, PR & media intel speakers #measurepr
5/6/2014 9:11	jenzings	A1: @richardbagnall Wow, that's global coverage! 25 countries--learning about measurements and insights. #MeasurePR
5/6/2014 9:11	richardbagnall	A1 #measurepr @amecorg conference speakers include Dave Senay Global CEO, FleishmanHillard; Kevin Murray, Chairman, The Good Relations Group
5/6/2014 9:12	AmecOrg	RT @richardbagnall: A1 #measurepr @amecorg conference speakers include Dave Senay Global CEO, FleishmanHillard; Kevin Murray, Chairman, The…
5/6/2014 9:12	jenzings	@richardbagnall That's a great lead in to a sub-Q1: what does it mean for PR practitioners to move to insight? #MeasurePR
5/6/2014 9:13	jenzings	RT @richardbagnall: A1 #measurepr @amecorg conference speakers include Dave Senay Global CEO, FleishmanHillard; Kevin Murray, Chairman, The…
5/6/2014 9:13	richardbagnall	RT @jenzings: @richardbagnall That's a great lead in to a sub-Q1: what does it mean for PR practitioners to move to insight? #MeasurePR
5/6/2014 9:13	richardbagnall	#measurepr A1 - moving from measuremet to insight is crucial. It's about a change in mindset for the PR industry
5/6/2014 9:14	richardbagnall	A1 #measurepr measurement suggests all the wrong things. Backward looking, not time sensitive and about marking work.
5/6/2014 9:14	jenzings	A1: @richardbagnall That is an impressive roster of speakers - will they all be focusing on aspects of measurement? #MeasurePR
5/6/2014 9:15	richardbagnall	A1 #measurepr - No wonder #PR industry didn't always want to proactively engage with it - who wants to be measured after all?
5/6/2014 9:16	richardbagnall	A1 #measurepr - But thinking about insight and the value is there for all to see. Helps course correct. Tells me things I din't know
5/6/2014 9:16	jenzings	A1: It is a change in mindset - in your estimation, is it happening at a good pace? @richardbagnall #MeasurePR
5/6/2014 9:17	richardbagnall	A1 #measurepr Helps me do my job better, uncovers opportunities, Helps me prove my value... Be efficient - all much more engaging things
5/6/2014 9:17	richardbagnall	#measurepr @jenzings It is happening at a good pace - certainly insights is the buzz word on many lips
5/6/2014 9:18	FanshawePR	RT @richardbagnall: A1 #measurepr @amecorg conference speakers include Dave Senay Global CEO, FleishmanHillard; Kevin Murray, Chairman, The…
5/6/2014 9:19	richardbagnall	RT @jgombita: Too funny @richardbagnall @jenzings, an upcoming joint post on @PRConversations (@tonimuzifalconi @hslates) is about buzzword…
5/6/2014 9:19	jenzings	RT @jgombita: Too funny @richardbagnall @jenzings, an upcoming joint post on @PRConversations (@tonimuzifalconi @hslates) is about buzzword…
5/6/2014 9:19	jenzings	@jgombita @richardbagnall @prconversations @tonimuzifalconi @hslates Wow! #MeasurePR
5/6/2014 9:19	richardbagnall	Too many companies claim to provide 'insight' when all they are really doing is plotting output data in automated charts. #measurepr
5/6/2014 9:20	richardbagnall	You need expertise, time, context, tools and experience to uncover the insights in the sea of content #measurepr
5/6/2014 9:20	jenzings	Re: "finding intelligence" - Yes, absolutely. Good to hear it is being embraced. @richardbagnall #MeasurePR
5/6/2014 9:21	sig_diego	RT @richardbagnall: You need expertise, time, context, tools and experience to uncover the insights in the sea of content #measurepr
5/6/2014 9:21	richardbagnall	SO @amecorg's conference will be focussing on helping the global #measurepr industry upskill from measurement to insight
5/6/2014 9:22	richardbagnall	#measurepr Incidentally the Keynote speaker is Ambassador Kolinda Grabar-Kitarovic, Assistant Secretary General for Public Diplomacy, NATO
5/6/2014 9:22	jgombita	@richardbagnall "output" data, + "outtake" shares (esp. in social), don't provide PR OUTCOMES-based insights, n'est-ce pas? #measurepr
5/6/2014 9:23	jenzings	This point of expertise and time, etc. is crucial. Are clients ok w/ the time aspect (time=$) @richardbagnall #MeasurePR
5/6/2014 9:23	richardbagnall	@jgombita It's a good job I have a French wife or I wouldn't understand your question... ;-) #measurepr

5/6/2014 9:23	jenzings	RT @richardbagnall: #measurepr Incidentally the Keynote speaker is Ambassador Kolinda Grabar-Kitarovic, Assistant Secretary General for Pub…
5/6/2014 9:24	richardbagnall	But yes @jgombita that's right. We need to measure the intelligent outputs that lead to the outtakes and the outcomes that matter #measurepr
5/6/2014 9:24	jenzings	@richardbagnall @AmecOrg I like the phrase "upskill" - that is exactly what is needed. #MeasurePR
5/6/2014 9:24	richardbagnall	The intelligent ones are... the ones further down the learning curve understand that garbage in = garbage out @jenzings #measurepr
5/6/2014 9:24	jgombita	Does your French wife @richardbagnall work in public relations, perchance? Find PR measurement VERY different than marketing kind #measurepr
5/6/2014 9:25	jenzings	@richardbagnall @jgombita I am loving the international flair on the chat today. #MeasurePR
5/6/2014 9:25	richardbagnall	Much better to invest in a credible & meaningful analysis solution that costs a bit more than an automated one counting nonsense #measurepr
5/6/2014 9:25	jgombita	@richardbagnall public relations "outcomes" typically revolve in a CHANGE of behaviour or a change in appreciation re: co. rep. #measurepr
5/6/2014 9:26	richardbagnall	@jgombita No, she's in buildings & construction. In fact she won construction manager of the year award last year (beams proudly) #measurepr
5/6/2014 9:26	richardbagnall	RT @jenzings: @richardbagnall @AmecOrg I like the phrase "upskill" - that is exactly what is needed. #MeasurePR
5/6/2014 9:27	jenzings	Q2: You're the chair of the AMEC soc. media measurement committee - are there new insights in that area? #MeasurePR @richardbagnall
5/6/2014 9:27	richardbagnall	Yes, my focus for the last 12 months in particular has been on helping drive global education on best practice in social metrics #measurepr
5/6/2014 9:28	richardbagnall	Q2 #measurepr Yes. @amecorg's social media group has developed a framework approach to measure social in a meaningful manner
5/6/2014 9:29	EngageGXD	@richardbagnall @jgombita What a power couple! :D #MeasurePR
5/6/2014 9:29	EngageGXD	@richardbagnall What software / platform do you use to measure social metrics? #MeasurePR
5/6/2014 9:29	richardbagnall	#measurepr Q2 @donbart & I launched it at last year's summit. This year we are developing it further providing a user guide
5/6/2014 9:30	jenzings	A2: Social metrics are more accepted, I think. Are you finding that PR pros are less resistant to measuring? #MeasurePR @richardbagnall
5/6/2014 9:30	USPrimeResearch	RT @richardbagnall: Much better to invest in a credible & meaningful analysis solution that costs a bit more than an automated one counting…
5/6/2014 9:30	richardbagnall	One of the challenges of the frameworks was people thought they were great but needed more advice on use & application #measurepr
5/6/2014 9:30	jgombita	@richardbagnall there was great @CBCSunday doc last week about (early) "women in the trades!" (in BC). Is she hands-on or admin? #measurepr
5/6/2014 9:31	jenzings	@EngageGXD @richardbagnall I love platform questions/recommendations. #MeasurePR Always something new out there, it seems.
5/6/2014 9:31	CIPR_CEO	RT @richardbagnall: Too many companies claim to provide 'insight' when all they are really doing is plotting output data in automated chart…
5/6/2014 9:31	richardbagnall	So we have answered the need with a fab user guide which will be available at summit in June #measurepr & then translated & online after
5/6/2014 9:32	richardbagnall	Working with many PR industry orgs to make sure we speak with 1 voice. Getting endorsed by a variety of top names #measurepr which is great
5/6/2014 9:32	alukeonlife	RT @richardbagnall: Insight is about finding the intelligence in the content that can tell me something that matters that I didn't know alr…
5/6/2014 9:32	jenzings	@richardbagnall That's awesome! And generous to put online. #MeasurePR
5/6/2014 9:33	richardbagnall	Big thanks to @LayneyP @donbart, @gojohnab @psigrist @DannyWhatmough & others on @amecorg's group. Follow them #measurepr
5/6/2014 9:33	DannyWhatmough	RT @richardbagnall: Big thanks to @LayneyP @donbart, @gojohnab @psigrist @DannyWhatmough & others on @amecorg's group. Follow them #measure.
5/6/2014 9:33	jgombita	Curious @richardbagnall whether @AmecOrg members are familiar with the @Global_Alliance's reco'd Professional Development Wheel? #measurepr
5/6/2014 9:33	richardbagnall	Yes, it's not commercial but about providing a meaningful & consistent approach all PR sectors can use #measurepr @jenzings
5/6/2014 9:34	jgombita	@richardbagnall what do you mean by "PR sectors?" Any chance you meant "communication disciplines?" c @jenzings #measurepr
5/6/2014 9:35	jenzings	A consistent approach and user guide is an excellent idea. I hope it is widely shared & adopted. #MeasurePR
5/6/2014 9:35	richardbagnall	@EngageGXD I use @ukprimeresearch / @usprimeresearch's own social media tools and services #measurepr.
5/6/2014 9:36	richardbagnall	#measurepr you can see our tool in use in this #mastercard video on Youtube: https://t.co/7YWbUSyLnf
5/6/2014 9:36	jenzings	RT @richardbagnall: #measurepr you can see our tool in use in this #mastercard video on Youtube: https://t.co/7YWbUSyLnf
5/6/2014 9:37	richardbagnall	Thanks. A lot of work has gone into it. It's a great approach and works for all orgs of all sizes with differing objectives #measurepr
5/6/2014 9:37	jgombita	Check out how much measurement/data analysis forms of @global_alliance's Melbourne Mandate's PD Wheel: http://t.co/jY0GaUAkFb #measurePR
5/6/2014 9:39	jenzings	Since we have about 20 minutes left in the #MeasurePR chat, I'd like to change topics briefly...
5/6/2014 9:40	jenzings	@richardbagnall - you are the UK CEO of PRIME Research - can you tell us more about that role? #MeasurePR
5/6/2014 9:40	richardbagnall	Q3 #measurepr You bet. After 18 years at Metrica/Gorkana I wanted a new challenge. PRIME Research was perfect fit...
5/6/2014 9:41	jenzings	And, oops! That should have been labeled Q3. #MeasurePR
5/6/2014 9:41	jenzings	RT @richardbagnall: AMEC is a member of the @global_alliance @jgombita and works with them & conclave on keeping metrics & approaches consi…
5/6/2014 9:41	jgombita	But @richardbagnall PD Wheel is @Global_Alliance's GUIDE to PD, based on Mandate pillars of character, listening & responsibility #measurePR

5/6/2014 9:42	richardbagnall	Q3 PRIME is a global #measurepr specialist working with great clients from 9 offices with over 700 staff across traditional and social
5/6/2014 9:42	LayneyP	RT @richardbagnall: Big thanks to @LayneyP @donbart, @gojohnab @psigrist @DannyWhatmough & others on @amecorg's group. Follow them #measure.
5/6/2014 9:44	richardbagnall	Q3 Im working with the global leadership to help develop the company. Awesome people - like @WeinerMark & @chimillaway in the USA #measurepr
5/6/2014 9:44	jenzings	A3: that *does* sound like a perfect fit! @richardbagnall #MeasurePR
5/6/2014 9:44	jgombita	@richardbagnall my point is the Professional Development Wheel emphasizes the importance of data/measurement for today's PR pro. #measurePR
5/6/2014 9:45	jenzings	A3: When you say " #MeasurePR specialist" - what does that entail?
5/6/2014 9:45	richardbagnall	@jenzings It is indeed a great fit. PRIME is hosting a #measurepr conference with @PRSA in NYC next week - would be great to see you there
5/6/2014 9:46	richardbagnall	Q3 For those interested in @usprimeresearch's #measurepr conference, more information is here: http://t.co/7qGbuQaCap
5/6/2014 9:47	jenzings	@richardbagnall @PRSA I am sort of a nerd I <3 measurement conferences! Will see if I can fit it in--May is pretty booked for me! #MeasurePR
5/6/2014 9:47	USPrimeResearch	RT @richardbagnall: Q3 #measurepr You bet. After 18 years at Metrica/Gorkana I wanted a new challenge. PRIME Research was perfect fit...
5/6/2014 9:47	jenzings	RT @richardbagnall: Q3 For those interested in @usprimeresearch's #measurepr conference, more information is here: http://t.co/7qGbuQaCap
5/6/2014 9:48	USPrimeResearch	RT @richardbagnall: Q3 PRIME is a global #measurepr specialist working with great clients from 9 offices with over 700 staff across tradit…
5/6/2014 9:48	EngageGXD	@richardbagnall @UKPrimeResearch @USPrimeResearch Cool! Is it mainly used for large corporations? #MeasurePR
5/6/2014 9:48	richardbagnall	Q3 PRIME offers a suite of services across traditional &social media monitoring & measurement. Blend great tools & great people #measurepr
5/6/2014 9:48	jenzings	@richardbagnall @USPrimeResearch IMHO, conferences are invaluable for getting PR pros on the same page WRT #MeasurePR
5/6/2014 9:48	richardbagnall	RT @jenzings: @richardbagnall @PRSA I am sort of a nerd I <3 measurement conferences! Will see if I can fit it in--May is pretty booked for…
5/6/2014 9:49	UKPrimeResearch	@jenzings it's indeed great to have thought-leader @richardbagnall on board in the upskill process from measurement to insights! #measurepr
5/6/2014 9:49	jenzings	We're down to the last 10 minutes of the #MeasurePR chat -
5/6/2014 9:50	UKPrimeResearch	RT @richardbagnall: Q3 PRIME offers a suite of services across traditional &social media monitoring & measurement. Blend great tools & grea…
5/6/2014 9:50	richardbagnall	@jenzings I agree! I have learned so much listening to great speakers at events. I still do #measurepr
5/6/2014 9:50	jenzings	RT @UKPrimeResearch: @jenzings it's indeed great to have thought-leader @richardbagnall on board in the upskill process from measurement to…
5/6/2014 9:51	richardbagnall	Q3 There's a fantastic line up of inhouse speakers sharing their experiences in NYC - we can learn from the experts #measurepr
5/6/2014 9:52	richardbagnall	Q4 Biggest challenge facing the PR pro in measurement is best practice & better understanding of how to do meaningful measurement #measurepr
5/6/2014 9:52	richardbagnall	Q4 There are so many vendors - new ones each week with bigger & bigger promises. #measurepr
5/6/2014 9:53	jenzings	RT @richardbagnall: Q4 Biggest challenge facing the PR pro in measurement is best practice & better understanding of how to do meaningful m…
5/6/2014 9:53	richardbagnall	A4 But most just count what's easy to count and don't measure what matters #measurepr
5/6/2014 9:53	UKPrimeResearch	RT @richardbagnall: Q3 For those interested in @usprimeresearch's #measurepr conference, more information is here: http://t.co/7qGbuQaCap
5/6/2014 9:54	jenzings	A4: It's hard to develop a template when so much of #MeasurePR is based on context for a client/project @richardbagnall
5/6/2014 9:55	richardbagnall	A4 PR courses at different Unis are running at different speeds. We ALL have a job to do our bit to help spread the word #measurepr
5/6/2014 9:55	jenzings	RT @richardbagnall: A4 #measurepr PR's have to embrace tailored & flexible analysis that is shaped to their objectives. Anything else is me…
5/6/2014 9:55	jenzings	@richardbagnall YES! RT PR's have to embrace tailored & flexible analysis that is shaped to their objectives. #MeasurePR
5/6/2014 9:55	richardbagnall	You're so right Jen, That's why @amecorg developed the frameworks. Allows tailoring to each org's objective #measurepr
5/6/2014 9:55	jenzings	RT @richardbagnall: A4 PR courses at different Unis are running at different speeds. We ALL have a job to do our bit to help spread the wo…
5/6/2014 9:57	kyleauto	RT @richardbagnall: A4 #measurepr PR's have to embrace tailored & flexible analysis that is shaped to their objectives. Anything else is me…
5/6/2014 9:57	richardbagnall	A4 PR's still ask for a single number to measure their work - this will never happen. #measurepr Most common phrase I use is 'it depends'
5/6/2014 9:57	richardbagnall	A4 'It depends' on what you're trying to achieve, what your goals and smart objectives are, who you're trying to reach etc, #measurepr
5/6/2014 9:58	jenzings	A4: "It depends" - this is one of my favorite phrases in #MeasurePR It's all about context, and where your baseline is.
5/6/2014 9:58	richardbagnall	A4 A single silver bullet never has and never will exist to work across all PR measurement. #measurepr
5/6/2014 9:58	jenzings	RT @richardbagnall: A4 'It depends' on what you're trying to achieve, what your goals and smart objectives are, who you're trying to reach …
5/6/2014 9:58	richardbagnall	A4 Answer is in tailored analysis based on objectives. #measurepr
5/6/2014 9:58	jenzings	RT @richardbagnall: A4 Answer is in tailored analysis based on objectives. #measurepr
5/6/2014 9:59	UKPrimeResearch	RT @richardbagnall: A4 A single silver bullet never has and never will exist to work across all PR measurement. #measurepr
5/6/2014 9:59	sig_diego	RT @richardbagnall: A4 A single silver bullet never has and never will exist to work across all PR measurement. #measurepr

5/6/2014 9:59	jenzings	A4: "No silver bullet" - Agree 100%. Important for all PR Pros to keep in mind #MeasurePR
5/6/2014 10:00	jenzings	Wow, our hour is up. Thank you so much, @richardbagnall for joining the #MeasurePR chat.
5/6/2014 10:01	jenzings	The summary and transcript will be posted on Waxing UnLyrical soon(ish) #MeasurePR
5/6/2014 10:01	richardbagnall	Hey #measurepr & @jenzings it's been a real pleasure as always. I hope it's been useful. Thanks for hosting so well in @shonali's absence
5/6/2014 10:01	jenzings	And, the next #MeasurePR chat will be on June 3.
5/6/2014 10:02	jenzings	Please follow @richardbagnall and watch for the social media measurement user guide! #MeasurePR
5/6/2014 10:03	richardbagnall	And if you want to come to Amsterdam in June @Amecorg's international #measurepr summit will be awesome too http://t.co/11puIVBzD4
5/6/2014 10:03	jenzings	@richardbagnall @shonali Thank you, thank you! It was a real pleasure. I look forward to the user guide! #MeasurePR
5/6/2014 10:03	richardbagnall	Earlybird rate still applies for @amecrog event ends on 13 May. http://t.co/Kcz5uaVmnB #measurepr
5/6/2014 10:03	EngageGXD	@jenzings @richardbagnall Thank you both for a great chat! Looking forward to next month's #MeasurePR!
5/6/2014 10:04	richardbagnall	Hope to see you all at one or both events! #measurepr
5/6/2014 10:05	EngageGXD	@USPrimeResearch @richardbagnall @UKPrimeResearch Sweet! Thanks for the response! #MeasurePR
5/6/2014 10:05	richardbagnall	Framework user guide will be published on @amecorg's website in June @jenzings @shonali #measurepr Please help get word out everyone!
5/6/2014 10:05	richardbagnall	@EngageGXD Was a real pleasure, thanks for having me and thanks for participating. @jenzings #measurepr
5/6/2014 10:06	jenzings	@richardbagnall @AmecOrg @shonali We'll make sure of it! #MeasurePR