

Created	Author	Message
9/14/2017 16:00	Shonali Burke	Hi y'all! Welcome to your monthly Twitterfest of all things PR (& social media) measurement! Psyched to be part of #AMECMM #measurepr
9/14/2017 16:01	Shonali Burke	We have an AWESOME #AMECMM guest line-up for today! As you settle in, say who's here/what you do? And beverage at hand. :) #measurepr
9/14/2017 16:03	Shonali Burke	I'll start, I'm a #SocialPR pro based in DC (have laptop, will travel), measurement geek (hence this chat) @AAPJHU prof #measurepr
9/14/2017 16:04	Johna Burke	#measurepr Johna Burke Here...ready for a fast fun hour!
9/14/2017 16:04	Shonali Burke	I also ABBA bigtime and am a MAJOR Elvis fan #dontbehatin #measurepr
9/14/2017 16:05	KHALISAKKAS	Hi All, I'm chief exec of insights @isentia and @amec board member. Love all things media and research #amecmm #measurePR
9/14/2017 16:06	Shonali Burke	We'll start the chat shortly, but first just a few tips to make chatting easy + fun... #measurepr
9/14/2017 16:06	Austin Gaule	Hello all! Austin Gaule here from @Universal_Info. Lover of anything @Drake. #measurePR
		Great joining you all in
9/14/2017 16:07	Barbara Bassi	this twitter chat for #measurepr during #amecmm!
9/14/2017 16:07	Shonali Burke	@austinomaha Great to see you! @Universal_Info @Drake #measurepr
9/14/2017 16:07	AmecOrg	I'm here. I'm @BarryLeggetter, CEO of AMEC. #amecmm #measurePR
9/14/2017 16:07	Shonali Burke	@AmecOrg @BarryLeggetter BARRY!!!! #measurepr
9/14/2017 16:07	Annsi Krol	Hi everyone! I am Annsi CEO at @bybrickinsight and a total analysis and insight nerd and addict #measurePR #amecmm
9/14/2017 16:07	Johna Burke	Johna Burke, CMO @BurrellesLuce AMEC NA Chair. PR & IR director for a F500 & realized #Measurement helps shape story. #MeasurePR #AMECI
9/14/2017 16:07	Shonali Burke	So couple tips: 1) remember to use the hashtag else your tweets won't get indexed when we pull recap. Use @twubs or @tweetchat #measurepr
9/14/2017 16:08	Olufunke Mohammed	I am Funke from @plusplusmeasure Nigeria and ready to mingle/Learn with the finest ladies in Measurement #measurePR
9/14/2017 16:08	Annsi Krol	@AmecOrg @BarryLeggetter Barry! so good to see you here! #measurePR #amecmm
9/14/2017 16:08	Nicole Moreo	I'm here! Nicole Moreo- Director Research & Insights @Peppercomm and @AmecOrg North America Vice Chair! #measurePR
9/14/2017 16:08	Shonali Burke	2) Qs are for @gojohnab @annsikrol @BassiBbassi @khalic fo'sho' but def chime in too, it's a Twitter *chat*! #AMECMM #measurepr
9/14/2017 16:09	Annsi Krol	@Lyma1505 @plusplusmeasure Funke so glad to see you! #measurePR #amecmm
9/14/2017 16:09	Shonali Burke	3) If you have NEW Qs for any of our guests, please DM to me, and I will add them to the qn Q ;) if we have time #AMECMM #measurepr
9/14/2017 16:09	Philip Odiakose	Good to be home again .. I am Philip from P+. #measurePR
9/14/2017 16:09	Barbara Bassi	Hi all! Founder https://t.co/QV3lyeoi83 PR/Comm measurement consultant @amecorg Board Member former journalist/PR Pro. #measurepr #amecmm
9/14/2017 16:09	Shonali Burke	4) Above all have FUN, b/c learning is better when it's fun. :) Ready? Let's go!! #AMECMM #measurepr
9/14/2017 16:09	Peppercomm	RT @KikiMoreo: Another great #AmecMM event today- not to be missed! Follow #measurePR from 12-1pm ET for a great #PRmeasurement tw&€!
9/14/2017 16:09	Annsi Krol	@philipodiakose Hey Philip!!!! #measurePR #amecmm
9/14/2017 16:10	Shonali Burke	Officially welcome to our fab 4 #AMECMM #sisterhood guests @gojohnab @annsikrol @BassiBbassi @khalic - SO psyched to have you! #measurepr
9/14/2017 16:10	Johna Burke	@AmecOrg @BarryLeggetter Welcome Barry! #MeasurePR #AMECMM
9/14/2017 16:10	Shonali Burke	@philipodiakose Welcome! #measurepr
9/14/2017 16:10	Shonali Burke	@KikiMoreo So great to see you here! @Peppercomm @AmecOrg #measurepr
9/14/2017 16:10	Johna Burke	@KikiMoreo @Peppercomm @AmecOrg TEAM NORTH AMERICA...REPRESENT! #AMECMM #MeasurePR
9/14/2017 16:10	Shonali Burke	@Lyma1505 @plusplusmeasure Welcome! #measurepr
9/14/2017 16:11	Johna Burke	@philipodiakose Great 'seeing' you here! #measurepr
9/14/2017 16:11	Shonali Burke	Q1 coming up... #AMECMM #measurepr
9/14/2017 16:11	Shonali Burke	Q1: Please tell us what you do, how you got there. What got you interested in learning how to #measurePR? #amecmm
9/14/2017 16:11	Annsi Krol	@KikiMoreo @Peppercomm @AmecOrg Nicole!!!! it has been to long. So happy to see you here #measurePR #amecmm
		@austinomaha @Universal_Info @Drake Shout out to Middle Earth! so pleased to see you!
9/14/2017 16:12	Johna Burke	#AMECMM #MeasurePR
9/14/2017 16:12	Nicole Moreo	Come and join in the fun!!!! Twitter Chat is going on now #measurePR https://t.co/UmWQvC4VLR
9/14/2017 16:12	Austin Gaule	@gojohnab @Universal_Info @Drake always happy to be here! #measurePR
9/14/2017 16:12	KHALISAKKAS	A1: Started in journalism and moved into media research. Love analysing media trends and ways to measure PR #amecmm #measurePR
9/14/2017 16:12	Austin Gaule	Media analysis nerd by way of social media marketing. Learned to love traditional media more than social. #measurePR https://t.co/6RUOiBZZKA
9/14/2017 16:14	Barbara Bassi	Q1 Started my career #measurepr 20 yrs ago setting up a measurement dept in the Italian mkt leader in media intelligence #amecmm

9/14/2017 16:14 Shonali Burke RT @BassiBbassi Q1 Started my career #measurepr 20 yrs ago setting up a msmnt dept in the Italian mkt leader in media intelligence #amecmm

9/14/2017 16:14 Shonali Burke RT @KHALIC A1: Started in journalism and moved into media research. Love analysing media trends and ways to measure PR #amecmm #measurePR

9/14/2017 16:14 Barbara Bassi Q1 And still fond of #measurepr. Never tired to learn! #amecmm

9/14/2017 16:14 Shonali Burke RT @gojoh nab A1: I'm CMO @BurrellesLuce AMEC NA Chair was PR & IR director @ F500 & realized #Measurement helps shape story. #measurepr

9/14/2017 16:15 Annsi Krol A1 " Background in comms, marketing, business dev +20 years and love finding proof of what works, comms, org or business #measurePR #amecmm

9/14/2017 16:15 Shonali Burke RT @annsikrol A1 Background in comms, mktng, business dev +20 years, love finding proof of what works, comms, org or biz #amecmm #measurepr

9/14/2017 16:16 Austin Gaule @ed_salinas @shonali very diverse background! Always helps the PR toolkit grow! #measurePR

9/14/2017 16:16 Buddy Matthew @gojoh nab @BurrellesLuce Your gifs are the BEST!!! #measurepr

9/14/2017 16:16 Johna Burke @ed_salinas @shonali Cool, welcome! #measurepr

9/14/2017 16:16 Shonali Burke @ed_salinas Hey, welcome!! #measurepr

9/14/2017 16:17 Shonali Burke @PRProfessBuddy They are. @gojoh nab cracks me up. You should see us both when we're together. ;) @BurrellesLuce #measurepr

9/14/2017 16:17 Shonali Burke Q2 coming up... #measurepr

9/14/2017 16:17 Shonali Burke Q2: How have you seen the #measurePR field change in recent (or not so recent) years? #amecmm

9/14/2017 16:17 Shonali Burke @ed_salinas That's really interesting. I'd love to know more sometime. #measurepr

9/14/2017 16:19 KHALISAKKAS A2: Biggest changes in insights have been in big data, data visualisation and increased awareness of measurement #amecmm #measurePR

9/14/2017 16:19 Barbara Bassi Q2 The landscape has changed during the last 5 yrs. Increase of content distributed crisis in trust of traditional media #measurePR #amecmm

9/14/2017 16:19 Austin Gaule Also think that the emphasis placed on PESO integration is being seen across the board! #measurePR

9/14/2017 16:19 Shonali Burke RT @KHALIC A2: Biggest changes in insights: big data, data visualisation and increased awareness of measurement #amecmm #measurePR

9/14/2017 16:20 Johna Burke A2:Starting to see better data dissection & attribution, but still see people "checking the box" w/ counts & amounts #MeasurePR #AMECMM

9/14/2017 16:21 michaelblowers Hi, A2 how about AVE's (someone had to say it).....going down! #measurePR

9/14/2017 16:21 Barbara Bassi Q2 Increasing importance of headlines and declining interest towards content, polarisation of opin, more content and data #measurePR #amecmm

9/14/2017 16:22 Shonali Burke RT @gojoh nab A2:Starting to see better data dissection/attribution, but people still "checking box" w/ counts+amounts #MeasurePR #AMECMM

9/14/2017 16:22 Shonali Burke RT @michaelblowers Hi, A2 how about AVE's (someone had to say it).....going down! #measurePR

9/14/2017 16:22 Shonali Burke @michaelblowers Michael so great to see you here, it's been forever! #AMECMM #measurepr

9/14/2017 16:23 Shonali Burke RT @BassiBbassi Q2 Increasing imp of headlines, declining interest in content, polarisation of opin, more content, data #measurePR #amecmm

9/14/2017 16:23 Shonali Burke Q3: What's the most outrageous #measurePR myth you've come across to date? How'd you combat it? #amecmm

9/14/2017 16:23 Barbara Bassi A2 More important than ever is to measure what matters. Technology allows to process data but we need to interpret them #measurePR #amecmm

9/14/2017 16:23 AmecOrg A2: and answering @michaelblowers we are winning AVEs battle too! Not there yet but big progress being made. #MeasurePR, #amecmm

9/14/2017 16:24 Shonali Burke RT @AmecOrg A2: and answering @michaelblowers we are winning AVEs battle too! Not there yet but big progress being made. #MeasurePR, #amecmm

9/14/2017 16:24 Johna Burke Brothel Metrics are: Fast Cheap & Easy...not the kind you should be delivering to the C-Suite #measurePR #AMECMM

9/14/2017 16:24 Barbara Bassi A2 Key for #measurePR is to have a blend of automation and human interpretation to validate and interpret the data #amecmm

9/14/2017 16:25 Shonali Burke I literally LMAO'd @gojoh nab ... "brothel metrics" might be my new fave term!!! ðŸ™ˆ...ðŸ™ˆ...ðŸ™ˆ... #AMECMM #measurePR <https://t.co/UQ377DS7en>

9/14/2017 16:25 Barbara Bassi A2 Automated sentiment and influencer detection, though are making good progress, still have trouble #measurePR #amecmm

9/14/2017 16:26 KHALISAKKAS A3: Most common failure is getting tied up with counting. The real value comes from quant and qual analysis #amecmm #measurePR

9/14/2017 16:26 Austin Gaule Contrary to popular belief, measurement isn't THAT expensive and can be done mostly with brain power...(and good data of course)! #measurePR

9/14/2017 16:26 Shonali Burke RT @KHALIC A3: Most common failure is getting tied up with counting. The real value comes from quant and qual analysis #amecmm #measurePR

9/14/2017 16:26 Philip Odiakose @shonali I can't help but speak- We hear, the Barcelona Principle is a Measurement Tool #measurePR

9/14/2017 16:26 michaelblowers A2 Google Analytics - for owned properties setting goals connected to on-site outcomes...not used enough by PR's #measurePR

9/14/2017 16:26 Austin Gaule @KHALIC with emphasis on qualitative measures leading to INSIGHTS! #measurePR

9/14/2017 16:26 Shonali Burke RT @gojoh nab A3: That #PR People can show #ROI without any financial data except retainer fee. Asked for math! crickets! #measurepr

9/14/2017 16:27 michaelblowers RT @AmecOrg: A2: and answering @michaelblowers we are winning AVEs battle too! Not there yet but big progress being made. #MeasurePR, #amecmm

9/14/2017 16:27 BUY FOLLOâ€š,â€šERS :cnx RT @AmecOrg: A2: and answering @michaelblowers we are winning AVEs battle too! Not there yet but big progress being made. #MeasurePR, #amecmm

9/14/2017 16:27 AmecOrg A3: That a new Silver Bullet replacement for AVEs in development!!! A - there isn't, but there are other options. #MeasurePR, #amecmm

9/14/2017 16:27 SALINAS OF TEXAS A3. Ha! More clicks/views/impressions = success. Sure, if your objective is to get more of those. #MeasurePR #amecmm <https://t.co/jgL1yiSqUa>

9/14/2017 16:28 Nicole Moreo A3: I've had people say they don't have the time to measure or benchmark... I just ask how the failed campaign went... #measurePR #AmecMM

9/14/2017 16:28 Shonali Burke
9/14/2017 16:28 Annsi Krol
9/14/2017 16:28 Shonali Burke
9/14/2017 16:28 Shonali Burke
9/14/2017 16:29 Austin Gaule
9/14/2017 16:29 Johna Burke
9/14/2017 16:29 Shonali Burke
9/14/2017 16:30 Shonali Burke
9/14/2017 16:30 Shonali Burke
9/14/2017 16:30 AmecOrg
9/14/2017 16:30 Philip Odiakose

9/14/2017 16:30 Barbara Bassi
9/14/2017 16:30 KHALISAKKAS
9/14/2017 16:31 Barbara Bassi
9/14/2017 16:32 Barbara Bassi
9/14/2017 16:32 Shonali Burke
9/14/2017 16:33 Barbara Bassi
9/14/2017 16:33 Johna Burke

9/14/2017 16:34 Barbara Bassi
9/14/2017 16:34 Johna Burke
9/14/2017 16:35 Austin Gaule
9/14/2017 16:35 Shonali Burke
9/14/2017 16:35 Barbara Bassi
9/14/2017 16:35 Shonali Burke
9/14/2017 16:35 Nicole Moreo
9/14/2017 16:35 AmecOrg
9/14/2017 16:36 Shonali Burke
9/14/2017 16:36 Tish Martinez
9/14/2017 16:36 Austin Gaule
9/14/2017 16:36 Barbara Bassi
9/14/2017 16:37 Philip Odiakose
9/14/2017 16:37 Barbara Bassi
9/14/2017 16:37 KHALISAKKAS
9/14/2017 16:38 michaelblowers
9/14/2017 16:38 Shonali Burke
9/14/2017 16:38 Shonali Burke
9/14/2017 16:38 Shonali Burke

9/14/2017 16:38 Barbara Bassi
9/14/2017 16:38 Shonali Burke
9/14/2017 16:39 KHALISAKKAS
9/14/2017 16:39 Shonali Burke

@philipodiakose you *should* speak, this is a "chat" after all) #AMECMM #measurepr
Hear Hear! #measurePR #amecmm <https://t.co/KOVXNDh5wl>
RT @AmecOrg A3: That a new Silver Bullet replacement for AVES in development!!! there isn't, but there are other options. #amecmm #measurepr
RT @ed_salinas A3. Ha! More clicks/views/impressions = success. Sure, if your objective is to get more of those. #AMECMM #measurepr
@KikiMoreo I like your blunt attitude! Haha. #measurePR
@BassiBbassi @thatmarion LOOOOOOOOOO @thatmarion #measurepr
LOL! RT @KikiMoreo A3: I've had people say they don't have time to measure/benchmark. I ask how the failed campaign went. #AmecMM #measurepr
HAH!! RT @BassiBbassi A2 To mention @thatmarion's impression are like sperm, most miss their target and are wasted! #amecmm #measurepr
Q4: Most common #measurePR #fail you've seen (or been through!): GO. #amecmm
A2 and A3: Love the creative visuals and movie clips from the Measurement Sisterhood. #MeasurePR , #amecmm
A3: An FMCG client saying 'We do not need Measurement' I look at the lady and wept for her brand .. #measurePR
A2 The fall
in using AVE is encouraging though a good number of pr pros are still using it #measurePR
#amecmm
@shonali @KikiMoreo Love this. Measure to inform and shape future strategy #measurePR #amecmm
A3 #measurePR without clear objectives, think about measurement only after the end of a campaign not to allocate appropriate budgets #amecmm
A3 Not to think at #measurePR plan and methodology well in advance thinking some data gathered at end of campaign can solve problems #amecmm
RT @BassiBbassi A3 w/o clear objectives, think @ measurement only after end of campaign, not allocate appropriate budgets #amecmm #measurepr
A3 think #measurePR is matter of one single metric while is important to triangulate relevant metrics from different data sources #amecmm
RT @KHALIC: @shonali @KikiMoreo Love this. Measure to inform and shape future strategy #measurePR #amecmm
A3 overreliance on absolute numbers exp when qualitative research can say the
truth or when goal is to measure nothing #measurePR #amecmm
A4 delivering data without context is also lethal. #measurePR
@annsikrol that is my absolute biggest pet peeve. Who in their right mind does this?! #measurePR
IKR?! RT @annsikrol: No data collected of the campaign because the client thought of measuring after the campain is over #measurePR #amecmm
A3 key to combat #measurePR myths is training and professional developm of PR pros #measurePR #amecmm <https://t.co/zNTE6nl8yY>
RT @gojohab A4 delivering data without context is also lethal. #measurePR
RT @gojohab: A4 delivering data without context is also lethal. #measurePR
RT @BassiBbassi: A3 key to combat #measurePR myths is training and professional developm of PR pros #measurePR #amecmm <https://t.co/zNTE6nâ€>
.@austinomaha @annsikrol unfortunately WAY too many corporates...!!! #measurepr
RT @BassiBbassi: A3 key to combat #measurePR myths is training and professional developm of PR pros #measurePR #amecmm <https://t.co/zNTE6nâ€>
@SeeDepthInc we're on the same page! Measurement should like....almost be required!! #measurePR
A4 fails are so many along the path towards a successful measurement. We need to get away from the fear of failure #measurePR #amecmm
@shonali Got me there #measurePR
A4 Thomas Edison failed so many times before giving birth to the bulb. Why should we be afraid of failing at #measurePR? #amecmm
A4: Trying to prove success without evaluating for next time #amecmm #measurePR
A4 The seduction of pretty pictures and ignoring the narrative #MeasurePR
AMEN. #measurePR #AMECMM <https://t.co/VmzGgDgEAg>
RT @michaelblowers A4 The seduction of pretty pictures and ignoring the narrative #MeasurePR
RT @KHALIC A4: Trying to prove success without evaluating for next time #amecmm #measurePR
A4 Nobody should be afraid of failing at #measurePR. Let's try and experiment. Be
creative and share your ideas with others! #amecmm
RT @BassiBbassi A4 Edison failed so many times before giving birth to the bulb. Why should we be afraid of failing at #measurePR? #amecmm
@BassiBbassi Completely agree. Starting with small steps without fear is the way to go #amecmm #measurePR
Q5: How is adoption of the @AMECorg integrated evaluation framework going? #measurePR #amecmm

9/14/2017 16:40 michaelblowers A4 Not measuring at the start "Well did we change anything?....." #MeasurePR

9/14/2017 16:42 KHALISAKKAS A5 Awareness is growing and more adoption will follow. Real case studies from @amecorg are of great value! #amecmm #measurePR @PaulHender

9/14/2017 16:42 Nicole Moreo A5: I have seen the framework work as an incredibly valuable education tool! #measurePR #AmecMM <https://t.co/rWOnB1PNOS>

9/14/2017 16:42 Barbara Bassi A5 There is a great interest in EU. The tutorial video on @amecorg website is helpful #measurePR #amecmm <https://t.co/PuKJCpQQsu>

9/14/2017 16:43 Shonali Burke RT @KHALIC A5 Awareness is growing, more adoption will follow. Real case studies fm @amecorg are of great value! #amecmm #measurePR

9/14/2017 16:43 Shonali Burke It is!! RT @KikiMoreo A5: I have seen the framework work as an incredibly valuable education tool! #measurePR #AmecMM

9/14/2017 16:43 Barbara Bassi A5 It is available for free on @amecorg website. It helps to implement the evaluationprocess therefore much appreciated #measurePR? #amecmm

9/14/2017 16:43 AmecOrg A5: The IEF now in 18 languages. Need more completed examples to inspire others. #MeasurePR, #amecmm

9/14/2017 16:43 Shonali Burke RT @AmecOrg A5: The IEF now in 18 languages. Need more completed examples to inspire others. #MeasurePR, #amecmm

9/14/2017 16:44 Barbara Bassi A5 case histories fundamental to its comprehension and we encourage to share as many as you have #measurePR #amecmm <https://t.co/d49fWIRkzd>

9/14/2017 16:44 Annsi Krol A5 Very well. It has that project management approach that is needed. Leads to great discussions and understanding #measurePR #amecmm

9/14/2017 16:45 Shonali Burke Q6: Whatâ€™s next for the #measurePR field, IYHO? #amecmm

9/14/2017 16:45 BUY FOLLOâ„©ERS :ysx RT @shonali: Q6: Whatâ€™s next for the #measurePR field, IYHO? #amecmm

9/14/2017 16:45 Barbara Bassi A5 it is important to show that it can be applied to any kind of PR activity #measurePR #amecmm

9/14/2017 16:46 Shonali Burke RT @BassiBbassi A5 it is important to show that it can be applied to any kind of PR activity #measurePR #amecmm
More integration, better data, smarter analysts, and success! #measurePR

9/14/2017 16:46 Austin Gauleoh, and no more AVEs! ;) <https://t.co/iYj1xATOCK>

9/14/2017 16:46 Barbara Bassi A5 its taxonomy is a guide along the evaluation process to select metrics at different steps #measurePR #amecmm <https://t.co/YPUBBdX6aC>

9/14/2017 16:47 SeeDepth Inc. A6) more holy grail integration with sales. Showing PR & awareness = leads = opportunities = deals. #measurePR

9/14/2017 16:47 Johna Burke A5 #AMEC providing it as a free resource is fantastic and I hope to see wider adoption for new and seasons pros #measurePR #AMECMM

9/14/2017 16:48 KHALISAKKAS A6: Integration continues to be a driving force in PR. Changes the way we measure and the structure of client teams #amecmm #measurePR

9/14/2017 16:48 Shonali Burke RT @KHALIC A6: Integration continues to be driving force in PR. Changes the way we measure and structure of client teams #amecmm #measurePR

9/14/2017 16:49 Barbara Bassi A6 In response to the growth, staying up-to-date with data capture technology and data sourcing opportunities is crucial #measurePR #amecmm

9/14/2017 16:49 Nicole Moreo A6: Definitely - It is going to be all about the integration! #measurePR #AMECMM <https://t.co/E2mzLMF9ef>

9/14/2017 16:49 Barbara Bassi A6 Clients are turning away from standalone metrics, looking for more focus on value added insights. #measurePR #amecmm

9/14/2017 16:49 Shonali Burke RT @BassiBbassi A6 staying up-to-date with data capture technology and data sourcing opportunities is crucial #amecmm #measurePR

9/14/2017 16:49 Annsi Krol A6 We see more integrated measurement with marketing, sales, crm and business data/KPIs and also more pre-analysis #measurePR #amecmm

9/14/2017 16:50 Barbara Bassi A6 Clients look for transparent approaches, predetermined goals and measurement of target audiences changes #measurePR #amecmm

9/14/2017 16:50 KHALISAKKAS @BassiBbassi Good point! We are seeing this as a major trend in Australia #AMECMM #measurePR

9/14/2017 16:51 Barbara Bassi A6 Clients feel the fake news issue is a true concern which providers are expected to address #measurePR #amecmm

9/14/2017 16:51 Shonali Burke RT @BassiBbassi A6 Clients look for transparent approaches, predetermined goals + measurement of target audiences changes #measurePR #amecmm

9/14/2017 16:51 Nicole Moreo RT @KHALIC: @BassiBbassi Good point! We are seeing this as a major trend in Australia #AMECMM #measurePR

9/14/2017 16:51 Shonali Burke Q7: What is ONE thing #PR pros can start doing right now to better #measurePR? #amecmm

9/14/2017 16:51 Johna Burke RT @BassiBbassi: A6 Clients look for transparent approaches, predetermined goals and measurement of target audiences changes #measurePR #amâ€

9/14/2017 16:52 Barbara Bassi A6 Measurement providers shall seek to invest both in new technology and innovative solutions #measurePR #amecmm

9/14/2017 16:52 Barbara Bassi A6 Providers will need to find products that feature insights, research and end-consultancy #measurePR #amecmm

9/14/2017 16:53 Philip Odiakose A6: PR pros need to start seeing Measurement as the beginning and end .. #measurePR

9/14/2017 16:53 Johna Burke A7: Confirm everything reported is relevant to goals and objectives. It's easy and NOT revolutionizing, but so important #measurePR #AMECMM

9/14/2017 16:53 Barbara Bassi A6 In a consolidating market, partnership working will become more and more important to compete for new business #measurePR #amecmm

9/14/2017 16:54 KHALISAKKAS A7 So simple â€¡ Say no to AVEs! You can find extensive resources here: <https://t.co/RrAiRrQKIB> #amecmm #measurePR

9/14/2017 16:54 Shonali Burke RT @KHALIC A7 So simple â€¡ Say no to AVEs! You can find extensive resources here: <https://t.co/M0h8TXgEI5> #amecmm #measurePR

9/14/2017 16:54 Barbara Bassi A6 In this scenario industry standards + educating the market will play a major role in developing the market #measurePR #amecmm

9/14/2017 16:55 Shonali Burke RT @gojohab A7: Confirm everything reported is relevant to goals+objectives. easy+NOT revolutionizing, but so important #AMECMM #measurePR

9/14/2017 16:55 Barbara Bassi A7 take it seriously, make the effort to learn as much as you can about #measurePR knowledge is never enough! #amecmm
9/14/2017 16:55 Shonali Burke RT @BassiBbassi A7 take it seriously, make the effort to learn as much as you can about #measurePR knowledge is never enough! #amecmm
9/14/2017 16:55 Laura Bedrossian RT @gojohnab: A4 delivering data without context is also lethal. #measurePR
9/14/2017 16:56 Shonali Burke Q8: Do you have an initiative/program you'd like #measurePR folk to know about? Please share! #amecmm
9/14/2017 16:56 KHALISAKKAS @gojohnab Too true. Relevance is everything with measurement. Be laser-focussed when designing reports #AMECMM #measurePR
9/14/2017 16:58 Olufunke Mohammed A8: We intend to include Measurement into the course of University in Nigeria (starting from states) an advise would be welcome - #measurePR
9/14/2017 16:58 Annsi Krol This is fantastic Funke! Well done! #measurePR #amecmm <https://t.co/HqfUJDrwGq>
9/14/2017 16:59 Shonali Burke A8: I teach a free #SocialPR masterclass where I *also* show you how to smartly #measurePR. Do sign up/share <https://t.co/KAjpWJbYsG> #AMECMM
9/14/2017 16:59 Shonali Burke @Lyma1505 How very cool! I would love to talk more about that & see if I can help... chat offline? A8 #measurepr
9/14/2017 17:01 Shonali Burke @gojohnab Aww thank you! #measurepr
9/14/2017 17:01 Olufunke Mohammed @shonali Sure Shonali. Your expertise will be welcome in putting the materials together. #measurePR
9/14/2017 17:01 Shonali Burke @BassiBbassi I'd love you to take it! I think maybe you did for the live version? Let's talk more (we're due anyway!) xo #measurepr
9/14/2017 17:02 Shonali Burke @Lyma1505 Super, do email me so we can set up a time to chat. Look forward to it! #measurepr
9/14/2017 17:02 Shonali Burke OMG we're totally out of time! It sure does fly when you're having fun... #measurepr
9/14/2017 17:03 Shonali Burke HUGE thanks to @gojohnab @annsikrol @BarbaraBbassi @khalic for making time from ALL over the globe for today's #AMECMM chat!! #measurepr
9/14/2017 17:03 AmecOrg @shonali Thanks for organising #measurePR in #amecmm, @shonali
9/14/2017 17:03 Shonali Burke And #madpropz to #AMECMM @AmecOrg @BarryLeggetter for all you do to make the #PR world a better & more measurable place xo #measurepr