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**amec** International Summit on Measurement

STOCKHOLM 3-4<sup>th</sup> June 2015

# Getting people on the same page!

How do you get PR and measurement professionals to agree what's important?

AMEC Workshop – 4<sup>th</sup> June 2015



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l'Argus de la presse



# The challenge: develop an industry measurement framework

## SYNOPSIS

- The starting point
- Key ingredients to success
- Overview of the framework
- Bringing it to life with examples
- Indicators of success

# The starting point



the French PR agency association



Thierry Wellhoff

President, Syntec Conseil en Relations Publics

President, Wellcom

*French consultancy of the year 2015 - Holmes Report*

- *“We need to give more business credit to PR”*
- *“How can we develop ‘referent metrics’ to build trust?”*
- *“Let’s agree on a common vocabulary”*
- *“We need a GRP-type index to integrate the marketing plans”*
- *“Social Media has to be part of PR’s KPIs”*

**→ Measurement can boost the market!**

# *The route forward*

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# Key ingredients to success

- COLLABORATIVE
  - ✓ build the project together with other market players
  - ✓ get a sincere cooperation between competitors
  - ✗ don't push a unilateral proposition



# Key ingredients to success

- INDUSTRY LED
  - ✓ driven by an influential trade association
  - ✓ include other trade bodies under the same flag
  - ✗ don't take the leadership of the project  
(as a measurement institute)





# Key ingredients to success

- THE EXPERT → YOU

- ✓ you build the measurement expertise into the project  
(as a measurement institute)
- ✓ you drive the framework methodology for the group of experts
- ✗ don't let the expertise leadership to anyone else



# Key ingredients to success

- **CONSENSUAL**

- ✓ ensure that the different market players understand and share the common interest
- ✓ balance carefully specific metrics and interpretative framework in the proposition
- ✗ don't impose a set of measurement rules



## Key ingredients to success

- BUZZING

- ✅ launch an event carried out by the lead trade association
- ✅ put the industry under the market lights
- ❌ don't own the launching event  
(as a measurement institute)



# Key ingredients to success

Our feedback from this experience:

- COLLABORATIVE
- INDUSTRY LED
- THE EXPERT → YOU
- CONSENSUAL
- BUZZING

amec

occurrence

Communication  
et Entreprise ujjel

l'Argus  
de la  
presse

union des  
annonceurs

synap

SYNTEC Conseil  
en Relations Publics

KANTAR MEDIA

AUGURE  
reputation in action

INFORMATION  
PRESSE &  
COMMUNICATION

→ An attractive PR topic for the all industry

# *The French measurement framework*

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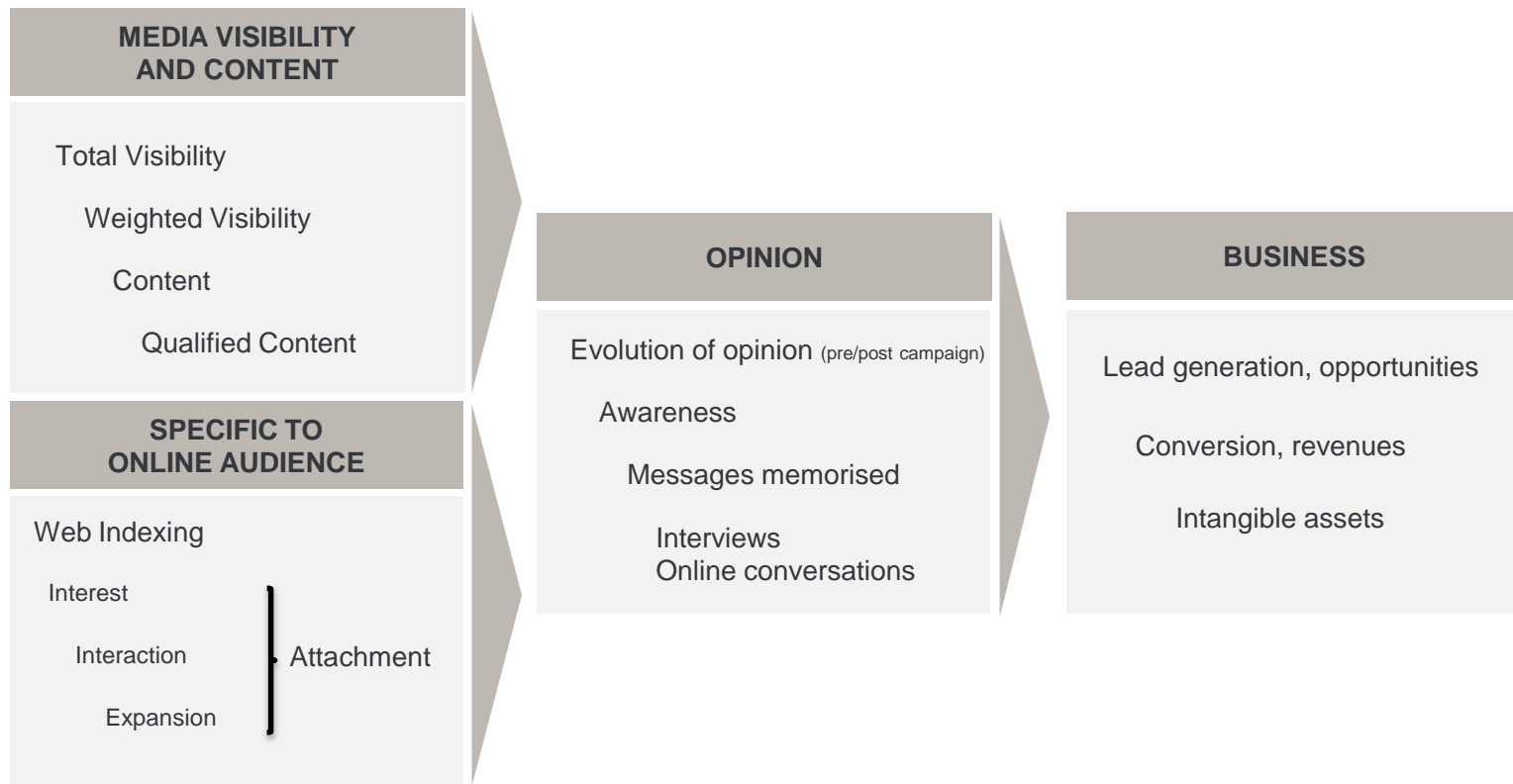


# Introduction to the framework

- It takes inspiration from standards defined by AMEC so KPI'S can be integrated in local and international organisations.
- It requires to define first:
  - objectives of the PR campaign,
  - scope of measurement,
  - channels to be analysed.
- With these requirements, select from the framework one or several metrics that match the listed objectives.



# Framework overview



# An open framework

- We suggest a “framework”:
  - > it is not about establishing a process or specific calculation rules,
  - > it stays open to interpretation, as long as it respects the principles.
- The measurement guideline will also be steadily expanded as PR practices evolve.  
A discussion forum is created for sharing ideas and best practices.

- [www.referentieldelamesure.com](http://www.referentieldelamesure.com)





# *What is the impact?*

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# Indicators of success

- E-mailing to all PR & Marketing pros, through the trade bodies
- 1.000 downloads of the framework, 3.000 visitors on the site
- Conferences & workshops driven by trade bodies + others by institutes



# Indicators of success

- 5 major articles and interviews in industry publications
- Content to post and disseminate (blogs, YouTube, Twitter...)
- Requests for translation in English



## conseils profession

### Les relations publics donnent la mesure de leur influence

La 18 septembre, la Syntex RP présente au marché le premier référentiel de mesure des relations publics, une offre présentée pour le secteur, choisis en exclusivité par Stratégies.

**L**a mesure des relations publiques est une tâche complexe, elle nécessite une approche globale et une vision à long terme. C'est pourquoi la Syntex RP a développé ce référentiel de mesure des relations publics, une offre présentée pour le secteur, choisis en exclusivité par Stratégies.

Cet outil permet de mesurer l'influence des relations publiques et de l'adapter aux besoins de chaque entreprise. Il est composé de plusieurs indicateurs et de méthodes de mesure.

Le référentiel de mesure des relations publics de la Syntex RP est une offre présentée pour le secteur, choisis en exclusivité par Stratégies.



Thierry Wolff (Syntex RP) - co-fondateur et président de la Syntex RP

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Pascal Bataillon (Syntex RP) - co-fondateur et président de la Syntex RP

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Anne-Laure Bataillon (Syntex RP) - co-fondateur et président de la Syntex RP

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Sylvain Bataillon (Syntex RP) - co-fondateur et président de la Syntex RP

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## RP & INFLUENCE

### Une relation qui donne toutes ses mesures

La profession et ses clients se sont accordés sur des indicateurs de mesure et de performance d'une action de relations publiques.



Portrait of a man, likely a representative of the profession.

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# Download the framework



Public Trust Recognition  
Leads Business opportunities  
Business  
Public Relations  
€  
(or other units)

### Practical advice to PR Professionals in new Guide

In a major new initiative which received AMEC collaboration, Syntec RP, the trade body which represents 47 of the main PR agencies in France, has produced a new Guide to Public Relations Measurement .

[Download Guide](#)



# Getting people on the same page!



*Thank you!*

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