



## Webinar:

Becoming as quantitative as you are creative: How do you really put that into practice?

# Presenters

Welcome to all our speakers



**Jeremy Thompson**  
Gorkana Group & AMEC



**Kelly Stepno**  
Booz Allen Hamilton



**Brendon Craigie**  
Hotwire PR

# Agenda

**Jeremy Thompson:** Introduction and Overview of setting up a measurement programme & moderator

**Kelly Stepno:** Obtaining buy-in from the c-suite

**Brendon Craigie:** Demonstrating evidence of value and implementing lessons learnt for the future

Q&A

# Some context

- Education is at **the heart of AMEC's work in 2014**
- Second in a series of webinars highlighting *the importance and value of measurement*
- Sponsored by Booz Allen Hamilton
- Supported by Gorkana Group

# Practical steps

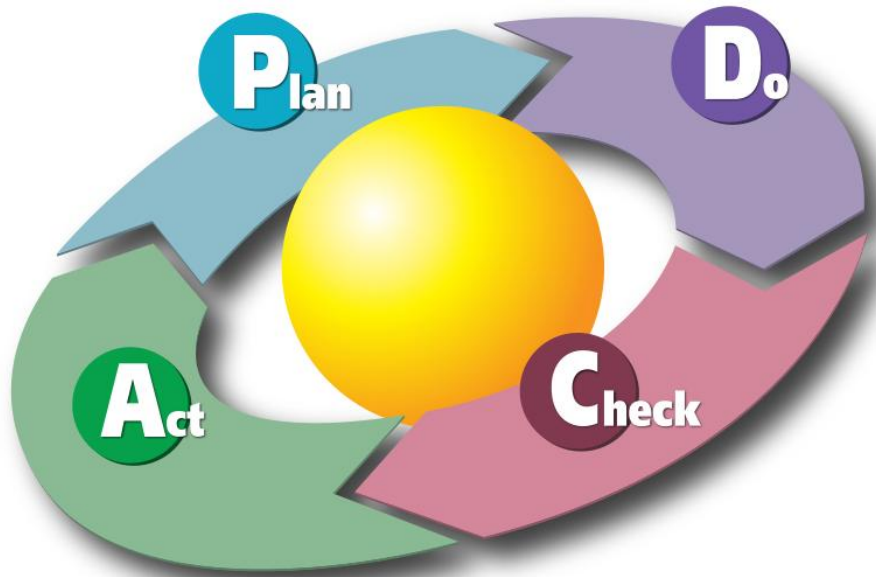
## Feedback from the January Webinar

- 75% of those who answered our poll said they were unhappy with their Measurement programme
- How do you measure different types of campaign outcomes such as brand awareness?
- How do you analyse with a small budget?
- How can you attribute analyse to your PR activity?
- Tips of persuading CFOs or clients to pay for analysis



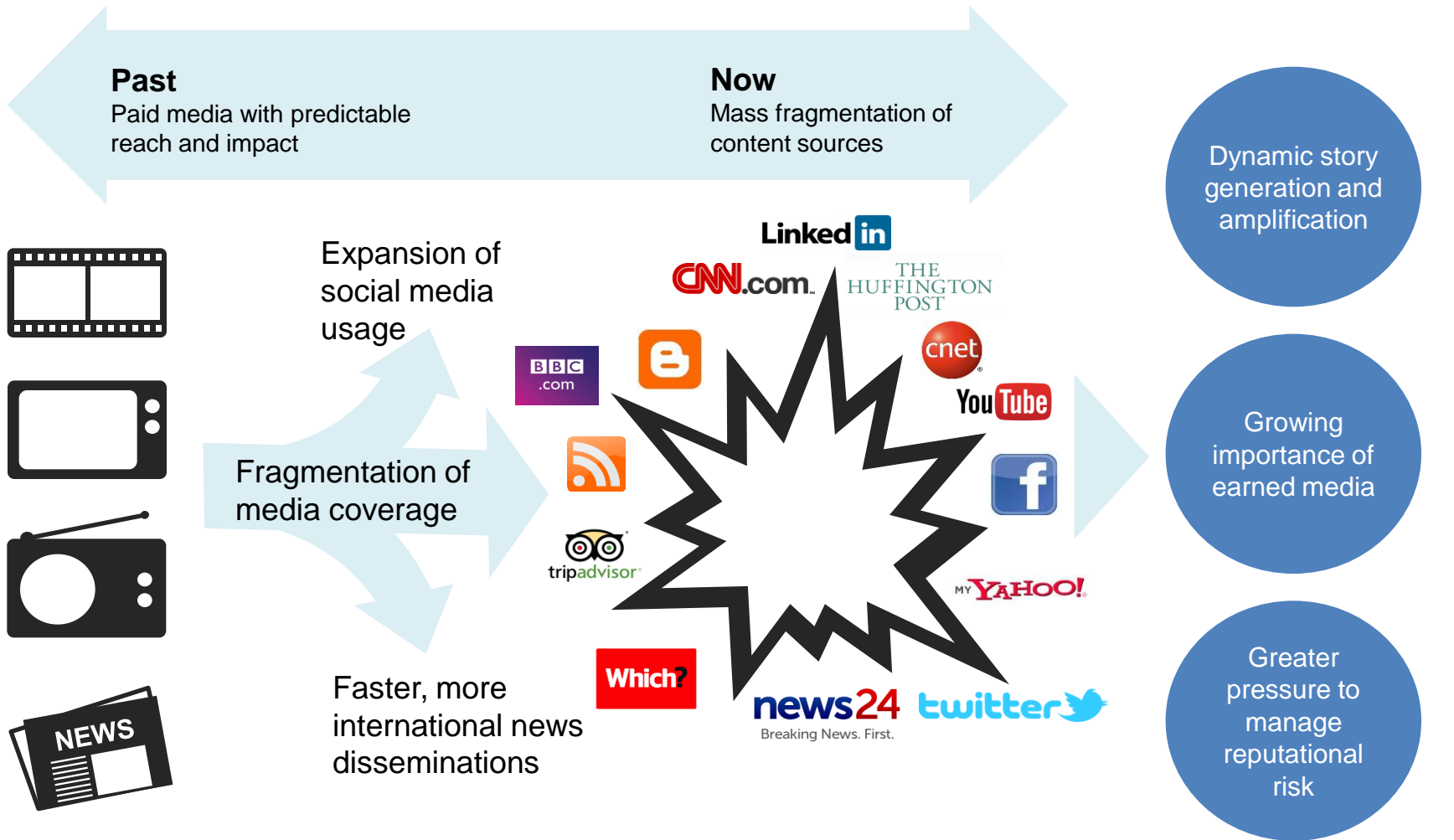
# Why Measurement is important

“You can’t manage what you don’t measure.”



Over the past 20 years analysis has become an expected and standard component of a PR programme.

# Why Measurement is important



# Building blocks of an effective analysis programme

S<sub>1</sub>

Understand the stakeholders who will use the analysis

C<sub>3</sub>

Ensure the right content is used

O<sub>1</sub>

Choose metrics to match your communications objectives

R<sub>1</sub>

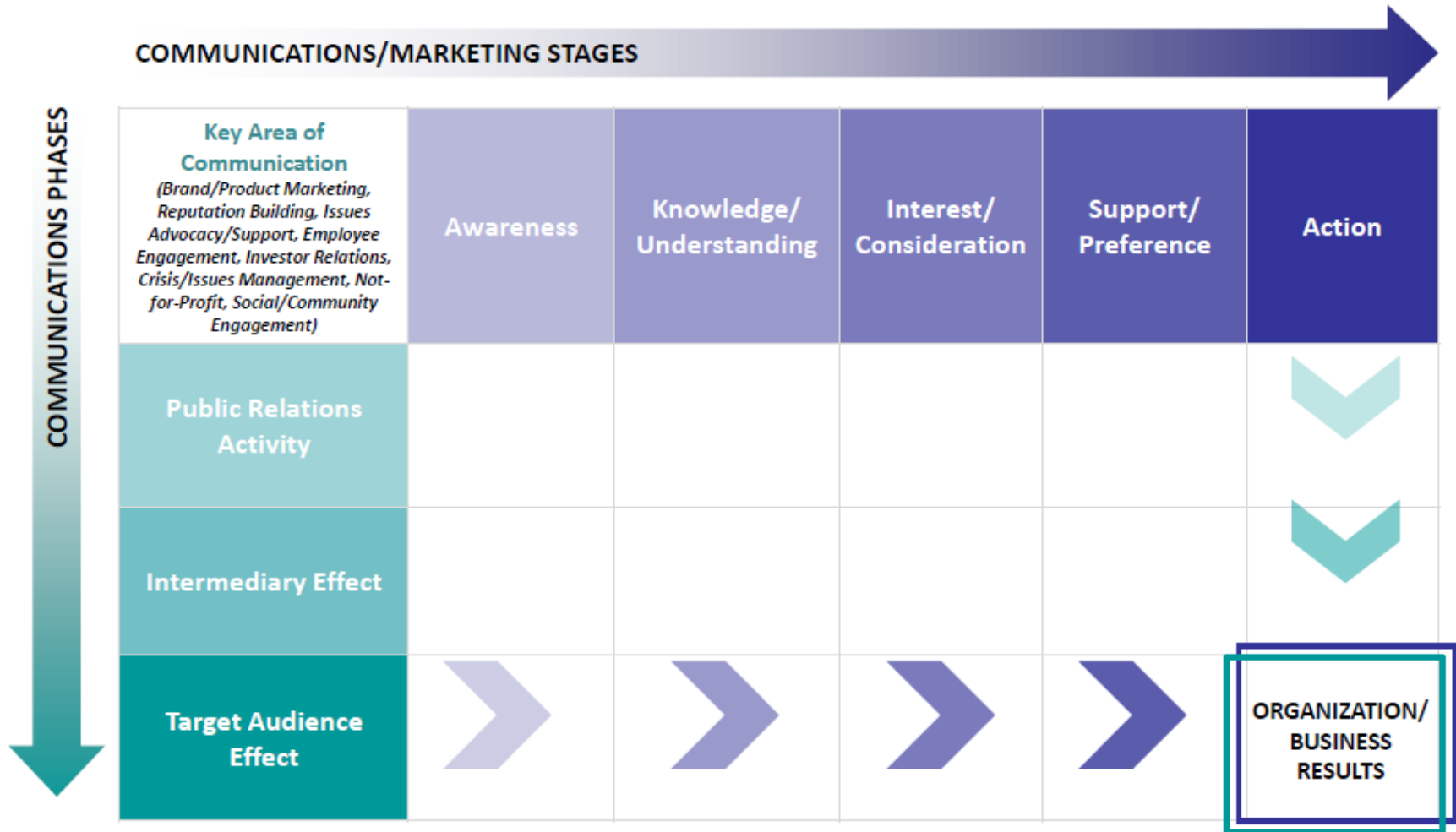
Identify the right reporting cycle and format

E<sub>1</sub>

Evaluate and refine the analysis through each reporting cycle



# Valid Metrics Framework





# Obtaining buy-in from the c-suite

Kelly Stepno, Lead Associate, Booz Allen Hamilton

# Measurement and evaluation should be a key element in a standard approach to communications

*Booz Allen Hamilton applies a five-step planning and implementation process*



## Before initiating a communications program, three steps should be taken

- Capture an understanding overall business KPIs, and determine how the communications program will support
- Set measurable strategic objectives for the communications program
- Collaborate with relevant internal stakeholders – for optimal outcomes, all players need to provide data access, and input, and should feel a sense of ownership over program success

## Understanding the questions the c-suite typically asks, will help effectively position a communications program

- How do we grow revenue and profits?
- How fast are we growing now versus last quarter?
- How do we know which programs in which we should invest?
- What are the most important outcomes to focus on in the near-term?

# Getting buy in from the c-suite requires demonstrated value

- Metrics don't have to directly tie to revenue in order to demonstrate value.
- Metrics can be linked to changes in the regulatory landscape, a successful business acquisition or heightened employee engagement.
- Non-financial measures might include: sales “win rates,” safety metrics (injuries/200,000 hours worked), environmental metrics (greenhouse gas emissions intensity), employee retention numbers, employee engagement survey
- To create the “wow” factor in the C-suite, communications programs should be positioned as a problem-solving, opportunity-enhancing business strategies.
- To demonstrate value, communication programs should generate options for future strategy and growth.

# Demonstrating value of communications programs can be driven by quantifying value of stakeholder engagement

- The Return on Engagement (ROE) model can do this:
  - ROE uses a data-driven approach to measure the alignment between program initiatives and corporate strategic objectives.
  - It is a strategic planning tool that helps our clients to understand, operationalize and evaluate initiatives.
  - Provides information on financial investments (e.g., which investments produce the most return on investment), but also non-financial metrics (e.g., increased awareness on programs)

# The ways of reporting to the c-suite are almost as important as what is being reported



This screenshot shows a detailed financial data table with multiple columns and rows, likely representing a portfolio breakdown or a detailed budget/actual comparison. The table includes various numerical values and is organized into several sections.



# HOTWIRE

## Brendon Craigie, Group CEO

Becoming as quantitative as you are creative: How do you really put that into practice?

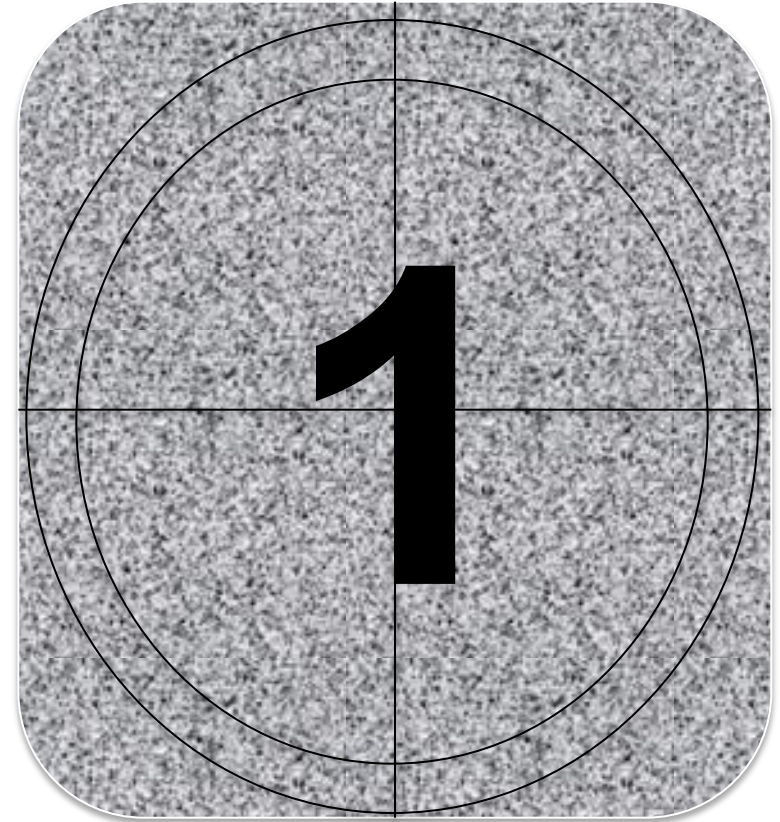


## How much does Hotwire care about measurement?

- Measurement was one of Hotwire's founding cornerstones when we launched in London 2000 and remains so today, 14 years on, and eight countries later
- We are heavily involved with AMEC and adopted the Valid Metrics Framework and rolled it out to our global team in 2012
- 2013 AMEC and PR Moment awards won for measurement
- We have our own Insights and Analytics unit and we have built our own social data analytics platform Listening Post
- Check out: <http://www.hotwirepr.co.uk/measurement>

# Ten measurement experiences you can learn from

**Set 'ultimate'  
objectives  
upfront with  
executive buy-  
in**



Ten measurement experiences you can learn from

**Agree KPIs and  
set up  
methods for  
tracking. Go  
outside of your  
comfort zone**



# Ten measurement experiences you can learn from

**Employ a  
breadth and  
variety of  
measures -  
some won't  
work as you  
expect**



# Ten measurement experiences you can learn from

**Unplanned  
retrospective  
measurement  
doesn't work**





Ten measurement experiences you can learn from

**Measurement  
is about  
insights and  
learning  
not vanity**



Ten measurement experiences you can learn from

**Measurement  
will challenge  
internal  
processes and  
perceived  
wisdoms**





Ten measurement experiences you can learn from

**Data for data  
sake is not  
cool. Relevant  
insights and  
strategic  
learnings are**



# Ten measurement experiences you can learn from

**To make an impact your findings must be beautifully presented. Easy to understand and share**



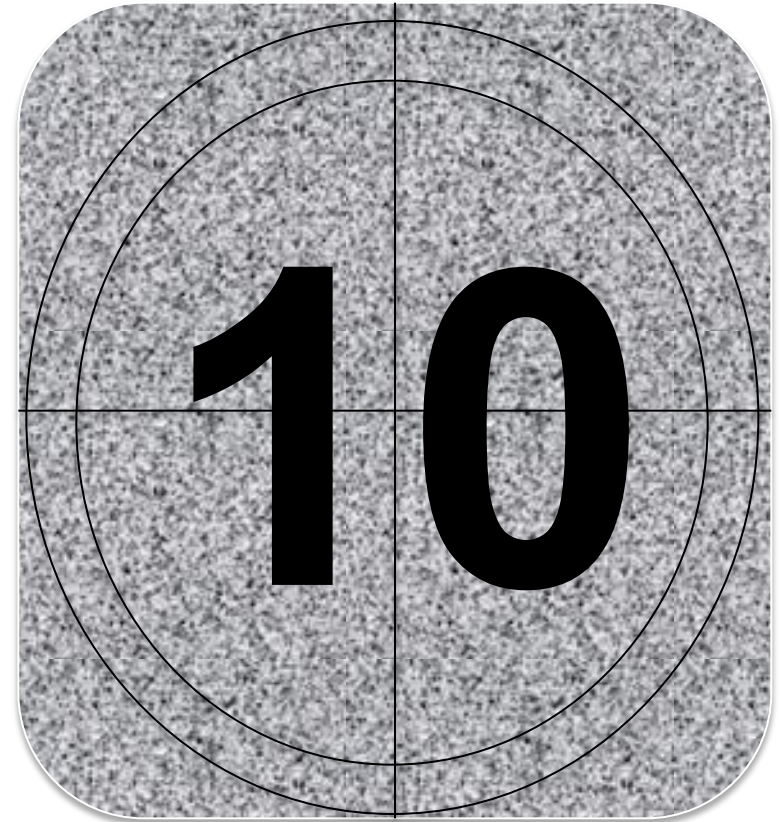
Ten measurement experiences you can learn from

**Data must be  
robust, valid,  
relevant and  
credible. But it  
isn't solely  
about quantity**



# Ten measurement experiences you can learn from

**Aspire to  
deliver game-  
changing  
insights to the  
business**



# Questions





# Key takeaways

- **Jeremy Thompson's top tip:** "Aspire to measure everything you do to prove its value, showcase your efforts, and improve your work."
- **Kelly Stepno's top tip:** "Create the "wow" factor for the C-suite, by positioning communications programs as problem-solving, opportunity-enhancing business strategies."
- **Brendon Craigie's top tip:** "Aspire to deliver game-changing insights to the business."

# Join experts from around the world!



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- The world's biggest event on PR measurement.
- Top speakers...outstanding knowledge share.
- Register now!  
<http://amecinternationalsummit.org/>