

20/20 FORESIGHT: Measurement Frameworks, Myths and New Horizons

AMEC Virtual Global Summit on Measurement
– July 8th & 9th



The AMEC Virtual Global Summit on Measurement is a two-day professional development program, for attendees from around the world. It is an opportunity to be immersed in best practice of communication measurement and evaluation, including research, analysis and actionable insights from a line-up of international speakers.

A virtual delegate pass includes keynote speakers on July 8-9 2020; the AMEC Awards ceremony on 8 July and on-demand presentations after the Summit, to refresh or catch-up on what was missed so you do not have to devote the whole time at your desk. Plus a programme of sessions organised by AMEC leading up to AMEC Measurement Month in November 2020.

Delegates will explore best practices across the communications funnel including innovative artificial

intelligence, machine learning, and return on effort of business outcomes. The AMEC Summit will be powered by Intrado Studio.

**Join Distinguished Professor Jim Macnamara, PhD,
FAMEC, FAMI, CPM, FPRIA**

**University of Technology Sydney & London School of
Economic & Political Science.**



“Data is the new oil. But much of it is being used for disinformation, deception, and manipulation. The ball is in our court to change post-truth society.”

Distinguished Professor
Jim Macnamara
Deputy Dean
Faculty of Science
University of Technology Sydney

amec Global Summit on Measurement
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Jim will present delegates with findings from his latest research that inform his new book *Beyond Post-Communication* and an evaluation project that showed a €24 million return on investment from communication. In two contrasting case studies, Jim will show the negative impact of disinformation and post-truth and the key causes, compared with a ground-breaking case study in evaluation of corporate communication.

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