

Measurement Evaluation

MEASUREMENT & EVALUATION



Feb 16, 2017

| Industry News, Measurement & Evaluation, Media Relations, Public Relations, Strategic Communications

PR Content Strategy: Let's Talk Shop!



Oct 11, 2016

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PR Briefing: Summarizing 3 Recent Public Relations Studies



Sep 14, 2016

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Pay-For-Performance... Is It for Real Or a Scam?



Jul 7, 2016

| Measurement & Evaluation, PR Technology & Tools, Public Relations, Social Media Monitoring & Measurement, Today

How You Can Monitor Press for Free Using Google Tools



Jun 8, 2016

| Measurement & Evaluation, Public Relations

Why Your Communications Team Should Be Leveraging Surveys – Plus 5 Tips for an Optimized Survey



Oct 19, 2015

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**NYU: Measurement Fundamentals
(PRESENTATION)**



May 23, 2015

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June 9, 2015 #MeasurePR Twitter Chat: Measuring Content



Dec 2, 2014

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Chairman of Ketchum Receives Lifetime Achievement Honor at Institute for Public Relations' 53rd Annual Distinguished Lecture & Awards (VIDEO)



Sep 11, 2014

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Why Measurement Should Matter to You: A Q&A With Mark Schaefer



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IPR Leaders' Contributions Honored by Communications Educators (Video)



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