

# Barcelona Principles 3.0 on show during Measurement Month 2020

Issued by [Ornico](#)

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The International Association for the Measurement and Evaluation of Communication (AMEC) will be hosting its seventh annual "Measurement Month" during November 2020. This initiative, which sees many events across the globe, aims to educate communication and public relations practitioners about the latest best practices in measuring the effectiveness of their communication and PR strategies.

Join AMEC, Ornico and PRISA as they share the latest best practices in measuring the effectiveness of communication and PR strategies.

Brands, marketers, communication and public relations practitioners are invited.

A large orange circle with the text "MEASUREMENT MONTH 2020" in white. To the right of the circle is a dark blue rectangular box containing event information. The box includes details for the PRISA Measurement and Evaluation Masterclass on Wednesday, 11 November 2020, and the Ornico Webinar on Barcelona Principles 3.0 on Friday, 20 November 2020 and Wednesday, 25 November 2020. It also provides contact information for PRISA CEO Victor Sibeko and Ornico's Francois van Dyk. Logos for PRISA, Ornico, and AMEC are also present in the box.

**PRISA MEASUREMENT AND EVALUATION MASTERCLASS**  
Wednesday, 11 November 2020, 10:00 – 15:00

For more information on the PRISA masterclass please contact:  
PRISA CEO Victor Sibeko  
+27 (0) 11 326 1262 or [info@prisa.co.za](mailto:info@prisa.co.za)

**ORNICO WEBINAR: BARCELONA PRINCIPLES 3.0, FRAMEWORK AND CASE STUDIES**  
Friday, 20 November 2020 (08:00 – 09:00)  
Wednesday, 25 November 2020 (15:30 – 16:30)

For further information to attend the Ornico webinar please email:  
[francoisv@ornicogroup.co.za](mailto:francoisv@ornicogroup.co.za)

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With Covid-19 restrictions still in place across most of the world, this year's Measurement Month will be filled with many online events, giving South African practitioners even more access to top speakers and content from the world's measurement experts. AMEC members organise events across the globe as part of AMEC's Global Education Program.

AMEC is arguably most well-known for launching and adopting The Barcelona Principles in 2010 which created a framework for best practices in PR measurement. The original Barcelona Principles saw a 2nd iteration in 2015 but the latest version, the [Barcelona Principles 3.0](#) was just launched a few months ago during the association's annual summit, presented virtually this year.

The AMEC [Integrated Evaluation Framework](#), launched in 2016, is a practical tool to implement the Barcelona principles and is already available in more than 20 languages – from English, French, Spanish, German and Russian through to Chinese and Arabic. The Framework, a free online resource, has seen great adoption across the globe as it demystifies best measurement and evaluation practices.

AMEC also developed the [Measurement Maturity Mapper](#) which is a tool to assist organisations to benchmark their progress towards better practices and evaluate the current level and effectiveness of their measurement activities.

The Public Relations Institute of Southern Africa (PRISA) in partnership with Brand South Africa, AMEC member Ornico and the University of Johannesburg, will present a Masterclass in Measurement and Evaluation in a hybrid event (in person and online) on Wednesday, 11 November 2020 from 10am.

Ornico's head of operations and AMEC Board member, Francois van Dyk, will further host additional webinars introducing the Barcelona 3.0 principles, the AMEC Integrated Evaluation Framework and will offer practical examples of best

measurement case studies from across the world.

Communicators are also encouraged to follow #AMECMM on social media during November to join thousands of global colleagues who are learning and working to better the public relations and communication industry.

## PRISA Measurement and Evaluation masterclass

Wednesday, 11 November 2020

10am-3pm

For more information on the PRISA masterclass please contact:

PRISA CEO Victor Sibeko

+27 (0) 11 326 1262 or [info@prisa.co.za](mailto:info@prisa.co.za)

## Ornico webinar – Barcelona Principles 3.0, framework and case studies

Friday, 20 November 2020 (8-9am)

With a repeat on:

Wednesday, 25 November 2020 (3.30pm – 4.30pm)

For further information to attend the Ornico webinar please email: [francoisv@ornicogroup.co.za](mailto:francoisv@ornicogroup.co.za)

For more information on other global **AMEC events** visit:

<https://amecorg.com/measurement-month/2020-mm-events/>

" **Ornico celebrates win at the Global AMEC Awards 2023** 29 Nov 2023

" **Ornico launches the 2nd annual edition of the SA PR Measurement Landscape Report** 28 Nov 2023

" **Ornico launch webinar: 2nd annual edition of the SA PR Landscape Report** 16 Nov 2023

" **Calling all communicators: Participate in the 2nd Annual SA PR Measurement Landscape Report Survey** 12 Oct 2023

" **TikTok shakes up SA social media 'Big Five'** 3 Jul 2023

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