

# Communication measurement and evaluation best practices webinar

Issued by [Ornico](#)

11 Nov 2021

*AMEC's global managing director Johna Burke, demystifies the Barcelona Principles 3.0 and the latest best practices around the measurement and evaluation of communication - in a webinar first for South African audiences*

The International Association for the Measurement and Evaluation of Communication (AMEC) is hosting its eighth annual "Measurement Month" during November 2021. 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.

In a first for South African audiences AMEC member Ornico, a firm believer in the Barcelona Principles, will be hosting an online talk and panel discussion on Friday, 19 November 2021, with AMEC's global managing director Johna Burke, who will demystify the Barcelona Principles 3.0 and the latest best practices around the measurement and evaluation of communication.

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 last year.

Burke is globally recognised as one of the world's leading experts in the communications and public relations measurement fields and heads the world's biggest measurement association, with membership in more than 86 countries.

She will also be joined in a panel discussion around best practices with guests that include Ms Bulelwa Makeke (head of communications: National Prosecuting Authority), Prof Rene Benecke from the Department of Strategic Communication at the University of Johannesburg (and a previous PRISA president) as well as the head of communications at Liberty Retail, Babazile Mbetse.

The Barcelona Principles is certainly becoming more important for South African communicators, as the Public Relations Institute of Southern Africa (PRISA) President Tebogo Ditshego earlier this year also expressed his endorsement of the principles and that it should become the local industry standard for public relations measurement and evaluation.

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.

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.

To register for this unmissable session please visit:

<https://website.ornico.co.za/event/the-barcelona-principles-3-0-webinar/>

**AMEC Measurement Month**

**BARCELONA PRINCIPLES 3.0**

**amec** **ornico**

**The Barcelona Principles 3.0 Webinar**  
**Communication Measurement and Evaluation Best Practices**

**19 November 2021 | 09:00 - 10:00 AM SAT**

**JOHNA BURKE**  
Global Managing Director  
AMEC

**ORESTIS PATRICIOS**  
CEO  
Ornico

**BULELWA MAKEKE**  
Head of Communications  
NPA

**BARAZILE MBETSE**  
Head of Communications  
Liberty Retail

**PROF RENE BENICKE**  
Strategic Communications UJ  
ex PRISA President

**Register now | ornico.co.za/events**

[click to enlarge](#)

Ornico is a Brand Intelligence® company, helping brands make sense of the endless sea of data for both advertising and media monitoring purposes across all industries. Ornico's ability to track, measure and analyze data, help's Africa's top companies with better informed decision making. Our SA clients such as Standard Bank, Tiger Brands, Ninety One as well as our international ones such as P&G and Reckitt Benckiser have been receiving years of in depth insights including: trend analysis, brand reputation and crisis management, competition analysis and others.

Ornico's Brand Intelligence® is an all in one solution that combines data monitoring and insights for all aspects of a brand. Whether that is creative/brand management and advertising or PR/external communication strategies, Ornico provides creative and media coverage over 60 countries in Africa across all mediums including print, broadcast, online and social media. Our 37 years of expertise, our people and our investment in to state of the art technology, help businesses make the right decisions.

- " **Provide your insights for the 2024 Social Media Landscape Research** 16 May 2024
- " **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

#### Ornico



Ornico provides brand, media and reputational intelligence and research to provide an independent view of brand performance. Gain the competitive edge by making strategic marketing and communications decisions to outsmart the competition.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>