INTRODUCTION TO THE NEW INTERACTIVE TOOL

For over 6 years, AMEC has been championing a better way of measuring communications with its education initiatives and measurement frameworks. These have helped many agencies and clients improve their measurement and evaluation. But we needed to make a new one fit for the modern complexities of PR and communications. And while we were about it we wanted to make the new framework more user friendly, intuitive and engaging.

So a working group spanning agency, in-house, market research and academia designed and built the new Interactive Integrated Evaluation Framework.

We wanted to make something that took users on a clear measurement journey from planning and setting SMART objectives, defining success, setting targets though to implementation and the measurement and evaluation itself. Importantly, we wanted to find a mechanism that would help credible and meaningful measurement pervade the industry.

THE NEW INTERACTIVE TOOL

We have built it in a tile format for a clear step by step process. Each tile is numbered so you know where you are in the process. The journey takes you from organization objectives and communication objectives all the way to business impact.

When you click each tile, you get the space to fill in your work. To guide you, within each tile is an (i) icon, which when clicked provides a pop-up with additional information and an explanation of the section. Furthermore, inside the pop-up is a link to a measurement taxonomy – giving you even more information on what types of measures to include.

Below we have provided some basic information on how to use it and also show how Lewis PR is using the framework to put our clients at the heart of the process.

Giles Peddy

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