

# Demystifying the Barcelona Principles - Communication Measurement and Evaluation Best Practices Webinar

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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 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/>

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