

# First AMEC Awards shortlist for Africa

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Ornico's campaign analysis of the inaugural The CEO SleepOut™ in 2015 has been shortlisted in two categories for the prestigious AMEC Awards, the world's premium awards recognising excellence in communications measurement and evaluation. It is the first time that an entry from Africa has been shortlisted.



AMEC (The International Association for the Measurement and Evaluation of Communication) is the world's largest professional body for communications research, media intelligence and insights and boasts membership from more than 40 countries. It is arguably most well-known for pioneering the Barcelona Principles of public relations and communications measurement.

Now in their 14th year, the AMEC Awards aim to recognise and celebrate exceptional global work and accomplishments in putting research, measurement and analytics on the agenda, especially since the updated Barcelona Principles 2.0 framework was launched in September, 2015.

Ornico joined The CEO SleepOut™ as a friend in 2015, volunteering its media research and analysis services to assist the organisation in its fundraising initiative. By using the Barcelona Principles best measurement principles Ornico could clearly demonstrate that key media and public relations objectives were being met. The CEO SleepOut™ 2015 eventually surpassed its targets and raised more than R26,000,000 for Girls and Boys Town, the most ever for a single South African fund raising initiative.

Ornico CEO Oresti Patricios says being short-listed for the awards is a particular highlight for the organisation as it shows that Africa can compete on the global stage – even when it comes to communications measurement.

The AMEC Awards takes place on Thursday, 16 June 2016 in London, as part of AMEC's 2016 International Summit.

Ornico's head of operations Francois van Dyk will be a panellist at the Summit, joining other speakers such as Tim O'Brien (Microsoft), Diane Scott (Visa Europe) and other experts from NATO, UNICEF and global brands.

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