



BARCELONA PRINCIPLES 3.0

**Barcelona 3.0: Saying 'No' to AVEs and 'Yes' to
S.M.A.R.T. Measurement Strategies**

Principle 1

Where we are today:

**Setting Measurable Goals
is an Absolute
Prerequisite to
Communication Planning,
Measurement, and
Evaluation**

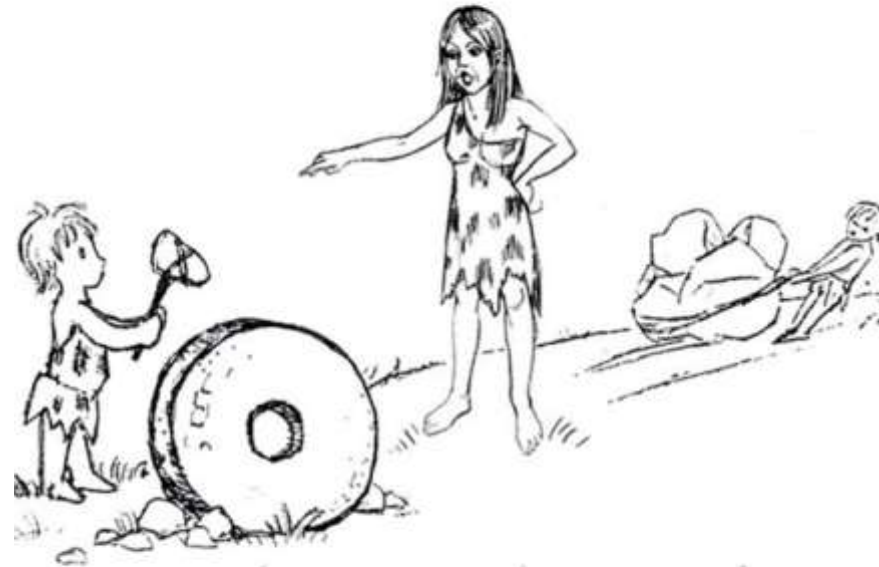
Where we went in 2015:

Goal Setting and Measurement
are Fundamental to
Communication and Public
Relations

Where we started in 2010:

Importance of Goal Setting and
Measurement

S M A R T E R



**All you've done is chisel all day! Do something useful
like helping your brother drag those rocks up the hill!**

Principle 2

Where we are today:

Measurement and Evaluation Should Identify Outputs, Outcomes, and Potential Impact.

Where we went in 2015:

Measuring Communication Outcomes is Recommended Versus Only Measuring Outputs

Where we started in 2010:

Measuring the Effect on Outcomes is Preferred to Measuring Outputs



P – problem (what are the commercial and communications objectives? What’s the current situation and why? what needs to change?)

L – look at audience (who are they, how do they behave now? why?)

A – ask how you’ll earn attention (what influences our audience? what is the convention in the category? what content will best influence the influencers?)

Y – you’ll know you’ve done it when (what does success look like)

<http://bit.ly/AMECPLAY>

Principle 3

Where we are today:

**Outcomes and Impact
Should Be Identified For
Stakeholders, Society, &
the Organization**

Where we went in 2015:

The Effect on Organizational
Performance Can and Should Be
Measured Where Possible

Where we started in 2010:

The Effect on Business Results
Can and Should Be Measured
Where Possible



Principle 4

Where we are today :
**Communication
Measurement and
Evaluation Should
Include Both
Qualitative and
Quantitative Analysis**

Where we went in 2015:
Measurement and Evaluation
Require Both Qualitative and
Quantitative Methods

Where we started in 2010:
Media Measurement Requires
Quantity and Quality

PERSPECTIVE





★★★★★ Verified Purchase

Ripped

Loved this chair when I got it, but after about 10 uses the sewn underbody started to ripping at the back seam! Liked the comfort of this wide chair, but I didn't like the ripped seam! Afraid I was going to end up on the ground 🤦

Helpful

Report

Review is Not finished

★★★★★ Verified Purchase

This MACE ITEM IS JUNK

Reviewed in the United States on February 5, 2018
Size: 1 Pack

I am a former LEO this device would be perfect if it worked correctly I purchased it for my Process Serving Business and unfortunate situation came up with a aggressive defendant I went to discharge this device and it failed badly apparently the actual canister with the Pepper Spray malfunctioned upon deployment. I wrote to and called MACE HQ with not one response one year later. Please Use Caution Blow Back is a Probability only the offender should be sniveling

275 people found this helpful

Helpful

Report



★★★★★ Verified Purchase

Don't buy sabrent if you want a warranty

Size: 7 + 3 Charging Ports

Sabrent products die within months and they refuse to support them, I submitted a return request within 28 days and they never responded anything more than please contact the seller which is Amazon. Amazon points the finger at Sabrent money wasted. It's now been a year and change... five of the ports have died.

Three of them shut down all of the lower porch if you turn them off. I never touch this thing it just sits in the corner with about nine USB cords plugged into it I might occasionally push the button if I don't need it but otherwise I never touch this thing it just sits in a corner and collects dust.

If you want a product that dies quickly works in sufficiently and receives zero support from the manufacturer by from Sabrent.

Now I have to go hunting for a new USB supplier for six members of my team because there's no way were buying Sabrent.

Helpful

Report

Principle 5

Where we are today:
**AVEs are Not the
Value of
Communication**

Where we went in 2015:
AVEs are Not the Value of
Communication

Where we started in 2010:
AVEs are not the Value of
Public Relations

**SAY
NO
TO AVEs**

<http://bit.ly/NO2AVES>

Principle 6

Where we are today:

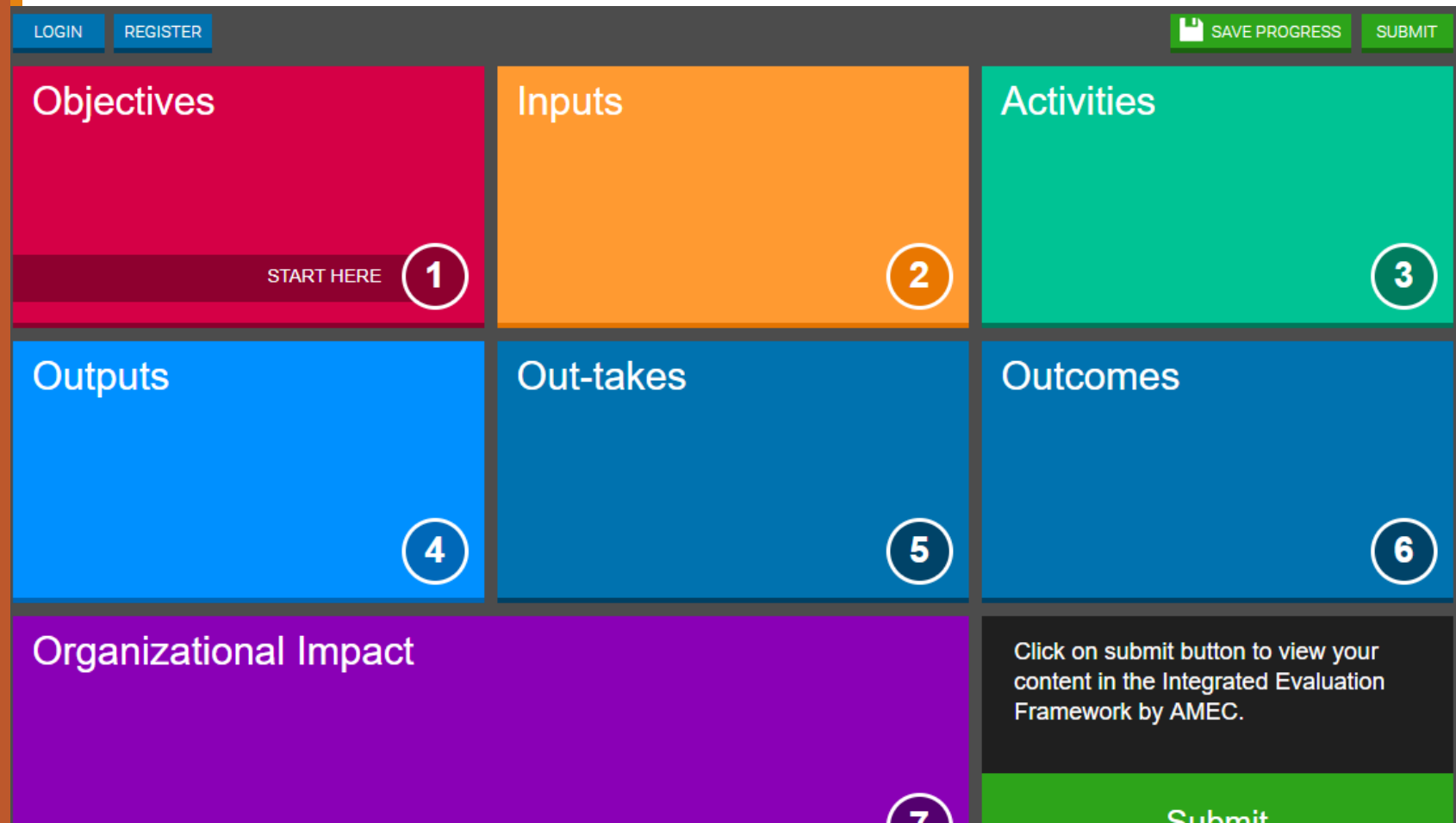
Holistic communication measurement and evaluation includes all relevant online and offline channels

Where we went in 2015:

Social Media Can and Should be Measured Consistently with Other Media Channels

Where we started in 2010:

Social Media Can and Should be Measured



[Amecorg.com/amecframework](https://amecorg.com/amecframework)

Principle 7

Where we are today:
**Communication
Measurement and
Evaluation Are
Rooted in Integrity
and Transparency to
Drive Learning and
Insights**

Where we went in 2015:
Measurement and Evaluation
Should be Transparent,
Consistent and Valid

Where we started in 2010:
Transparency and Replicability
are Paramount to Sound
Measurement

DRIVE INSIGHTS NOT SKEPTICISM OF DATA





amec
25TH ANNIVERSARY
1996 - 2021

Show your Support!

<https://amecorg.com/officialsupporterbp3-0/>



RESOURCES:

Getting started: Measurement Maturity Mapper

<https://m3.amecorg.com/>

Barcelona Principles 3.0 Support

<https://bit.ly/BP3Support2021>

Planning Primer - <http://bit.ly/AMECPLAY>

Integrated Evaluation Framework (IEF) -

<https://amecorg.com/amecframework/>

Say NO to AVE's - <https://amecorg.com/say-no-to-aves/>

AMEC Certificate - <https://amecorg.com/amec-college/international-certificate/>

AMEC Global Summit - May 25-27, 2021

AMEC Awards - Open April 15, 2021

AMEC Awards - Close July 7, 2021

FOR MORE INFORMATION

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