

# Championing PR measurement in Nigeria

LAGOS, Nigeria - Promoting, educating and championing the measurement of public relations is the key objective of the AMEC Measurement Month, being held in Nigeria this year. PR practitioners from all over Africa will be attending.



Independent PR measurement and evaluation agency in Nigeria, P+ Measurement Services will be hosting the AMEC's measurement month, an annual educational programme aimed at up skilling communications and measurement practitioners while showcasing global best practice.

P+ Measurement Services will be joining other Africa countries to host the event simultaneously - the AMEC's measurement month, will take place all through the month of November with about 86 countries participating from 5-30 November, 2018.

Championing the Measurement and Evaluation cause in Nigeria, P+ Measurement Services will be hosting the AMEC Measurement Month for the 3rd time in Nigeria and Ghana on the 23 November 2018.

Speaking about the AMEC's measurement month, Philip Odiakose, lead consultant, P+ measurement Services said. "We are proud to be hosting the AMEC measurement month (#AMECMM) once again in Nigeria. This is our third year and we can say that the Nigerian industry is gradually beginning to see the essence of PR measurement and evaluation.

"Stakeholders are beginning to see reasons to engage PR measurement consultant and the AMEC measurement month will help us educate more people on the importance of media measurement and evaluation on a nationwide scale."

The AMEC's measurement month will welcome experts and industry thought leaders in the communications and measurement industry from various countries to Nigeria to shed light and give insights on the importance of having viable independent measurement and evaluation program necessary to grow the marketing communications industry.

This year discussions will centre on PR measurement and evaluation, also shedding light on best practice in relation to measurement and evaluation of communication.



### A crusade for media measurement in Nigeria

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#AMECMM benefits all members, clients and the industry by putting measurement on a world stage. Measurement Month is filled with events, the majority of them free to enter, including webinars, breakfast briefings, conferences, workshops, podcasts and much more, focusing on filling the gap between understanding the value of PR measurement and doing something about it.

To view other AMECMM [events](#).

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