

# MAKING METRICS MATTER

TAKING MEASUREMENT  
MAINSTREAM

Headline Sponsor



amec INTERNATIONAL SUMMIT ON MEASUREMENT

**LONDON**

15-16 JUNE 2016



Amecorg



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# Anil Ranchod

Deputy Director, PR & Comms  
Stroke Association

## Proving Business Value:

How measurement can make the case to  
protect your budget



# The Stroke Association

- **Stroke facts**
- **Our audiences**
- **The charity**

# Make May Purple for stroke

- **History**
- **Purpose**
- **How and what**

# Make May Purple for stroke



# Make May Purple for stroke



# Make May Purple for stroke



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# Make May Purple

# for stroke



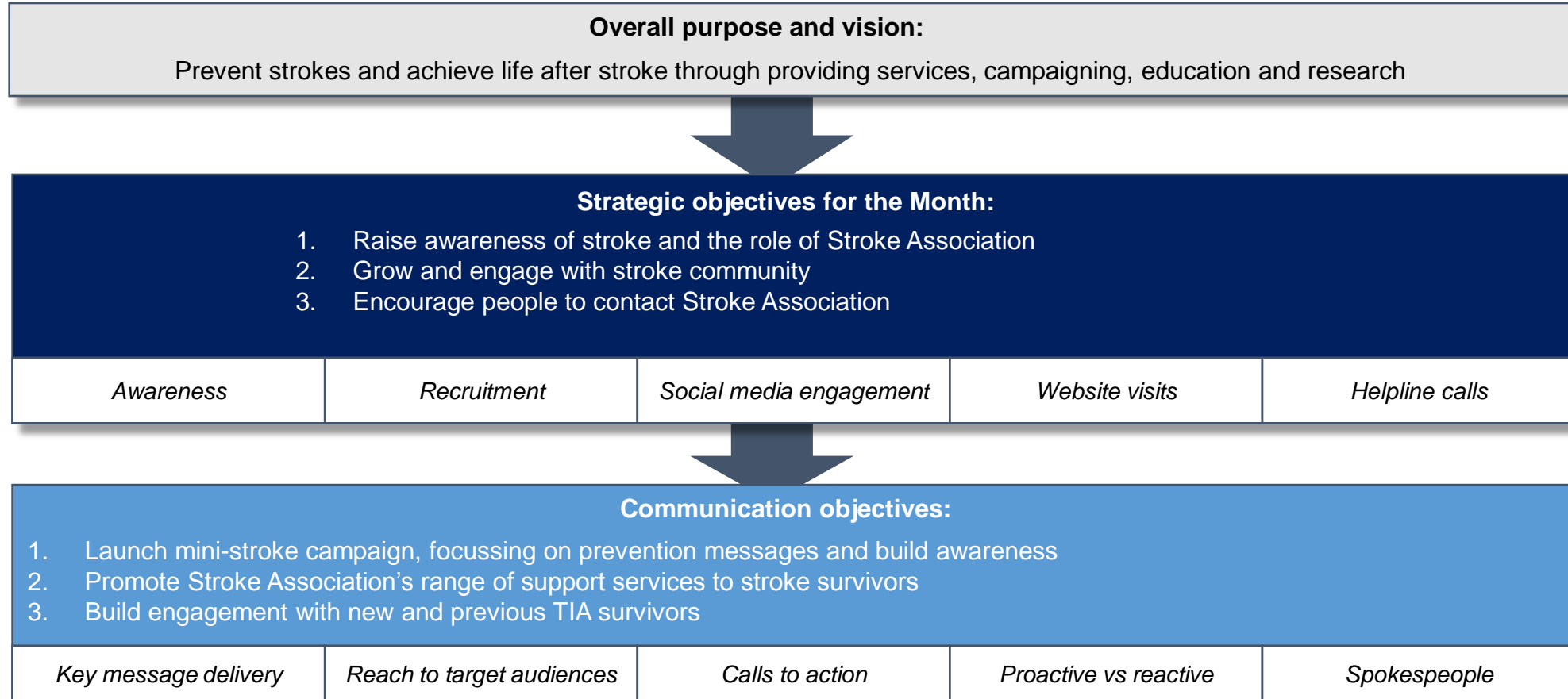
**Stroke**  
association

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# Our challenges in 2014

- **External and Internal**
- **Our Approach**
- **Outcomes and Impact**

# Communications cascade



*"On Saturday morning I suddenly found that I couldn't use my right arm. I was a bit alarmed, but the feeling went away and we got on with our day. On Sunday I read about your campaign and realised that what had happened might be serious, so I asked for an appointment to see my GP. Within a couple of hours she'd confirmed that she thought I'd had a mini-stroke and referred me. I'm a bit shaken but so glad that I saw your campaign and took action." - Sue Williams*

# Remember

- **Integration is king**
- **Planning and identifying measures of success work together**
- **Success is all about IMPACT.**

## The big question:

*Is AMEC supporting Make May Purple for stroke. Or is it a lucky coincidence?*

Join us next year #MakeMayPurple for #stroke

Follow @TheStrokeAssoc and @ARanchod

**Thank you**



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