

Communications industry innovator to speak at AMEC Global Summit

Cision CEO Kevin Akeroyd to give Industry Keynote

LONDON, April 5, 2017 /[PRNewswire](#)/ -- Kevin Akeroyd, Global CEO of Cision, the leading data, technology, and measurement platform for the earned media and communications industry globally, will deliver a Keynote Address at AMEC – the top communications conference to be held in Asia.

Mr. Akeroyd will speak at the Global Summit on Measurement, organised by AMEC – the International Association for Measurement and Evaluation of Communication, to be held in Bangkok on May 17 and 18.

"I am excited to speak with the industry's leaders at this world-class event," Akeroyd said.

"Cision is at the forefront of exciting data, identity and technological innovation in the communications industry that allows communications professionals to connect their campaigns to business outcomes and finally realize that "holy grail" of not just measurement, but actual attribution. I am looking forward to sharing my views on what I see as the future of data-driven communications."

Akeroyd's presentation, "Cloud Data, Technology and Measurement Transformation: finally coming to the Communications World" will center on how the data, measurement and technology revolution that has transformed sales, services, marketing, commerce and advertising is now happening in communications and earned media. Bringing data, identity, and attribution on par with other disciplines, and how we as an industry should be able to bring investment back will also be a focus of his keynote.

Cision is a leading member of AMEC, the world's largest media intelligence and insights professional body with over 150 members in 85 countries.

International speakers will talk at the Global Summit about the latest techniques and thinking on the measurement and effectiveness of communications, in addition to a series of practical workshops to help educate PR and communications professionals in South East Asia.

Already speakers from China, Australia, India, Singapore, the United States and the Middle East, have been confirmed.

Barry Leggetter, CEO, of AMEC, said the Global Summit was now the world's leading conference of its type.

He said: "We are thrilled to welcome Kevin to the Summit programme. He has already made a reputation at Oracle in reshaping digital, social and mobile marketing globally before joining Cision. We greatly look forward to his thoughts on what will be the next important industry trends."

For more details and to book for the Global Summit, go to the AMEC website.

About Cision:

Cision is a leading media communication technology and analytics company that enables marketers and communicators to effectively manage their earned media programs in coordination with paid and owned channels to drive business impact. As the creator of the Cision Communications Cloud™, the first-of-its-kind earned media cloud-based platform, Cision has combined cutting-edge data, analytics, technology and services into a unified communication ecosystem that brands can use to build consistent, meaningful and enduring relationships with influencers and buyers in order to amplify their marketplace influence. For more information, visit www.cision.com or follow @Cision on Twitter.

About AMEC

AMEC - the International Association for Measurement and Evaluation of Communication - is the world's largest professional body for communications research, media intelligence and insights with more than 150 members in 86 countries.

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