



Metrics for Public Relations and Communications

We all need to measure and demonstrate the value of what we do for our organizations.

In this free, live video presentation with audience Q&A, you will hear from Brent Diggins, a world leader in measurement and analytics in public relations. You will learn how to:

- Choose the right PR/comms metrics for your organization.
- Use metrics to demonstrate business impact.
- Translate traditional metrics such as awareness and engagement into higher-value outcomes.
- Show the portion of PR/comms contributions in a multi-party outcome.
- Prioritize the highest-impact communications investments.



Brent Diggins

Brent Diggins is Managing Director of Measurement and Analytics at [Allison+Partners](#), a global communications and public relations agency with offices in nine countries.

Brent provides custom measurement solutions for clients including Google, Samsung, and Toyota, distilling data into strategic insights and recommendations. He was a key contributor to the agency's proprietary Influence Impact scoring system.

New date!

**Thursday
November 19, 2020**

**12:00 pm – 1 pm
Pacific Time**

Free and open to the public

Register to obtain the zoom link [here](#)

Questions? Contact Andrea at andrea.mcmakin@gmail.com

Mid-Columbia Chapter
PRSA
Public Relations Society of America