

Network News

STORIES AND NEWS FROM AROUND THE IAA'S WORLD



Inspiring Excellence
in Communications
Worldwide™

A one-of-a-kind global network. 4,000 Members. 56 Chapters. 76 Countries.

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We welcome any suggestions, ideas or information for this newsletter. Visit our website at iaaglobal.org

Welcome to Network News with updates and information on the IAA worldwide community!

We hope that this newsletter will serve as *the* communications tool to keep you in touch not only with us at the WSC but with each other as well. If you have any reports, events, pictures, please send them in or simply forward directly to [Marie Scotti](#) any newsworthy items that you'd like to share with your fellow IAA members.

ICC announces the release of the newly consolidated ICC Code of Advertising and Marketing Communications



The ICC Advertising and Marketing Code sets ethical standards and guidelines for business. This newly enhanced code has now been consolidated, incorporating all the many ICC Advertising and Marketing Code into one. Additionally the newly released code now integrates the rules that apply to digital interactive media, adds guidelines addressing responsibility in the use of online behavioral advertising, and draws more attention to environmental advertising claims.

Additionally, the ICC launched a 'one-stop' website to educate business and consumers about the code and its expectations. You can access all this at: <http://www.codescentre.com>

Updated IAA By-laws -available on IAA website

At their March meeting the IAA Board of Directors approved a number of changes to the IAA by-laws. These changes include revisions to the by-laws on Young Professional members, Elections and Board representation.

Members are encouraged to view the by-laws under the "About IAA" section on the website. Simply [log-in](#) and look for "IAA By-laws" in the right navigation bar in the 'About IAA' section. If you have difficulty logging in please contact [Marie Scotti](#).

IAA InterAd Competition Winning Team



Team Boomerang One from Edith Cowan University, Perth, Australia was declared World Champion of the annual student competition.

The winning team, together with their faculty advisor **Clive Barstro**, were featured guests at a recent event held in London, hosted by the UK Chapter, where they received their award and certificate.

The Bommerang team members (pictured above) are: **Annabel Slade, Colby Lathwell, Jack Geerssen, Jakob Reimerson, Jon Ismailovski, and Sebastian Forsstrom.**

The brief was developed with Dentsu London and its client **Canon Europe** and asks for a 'game changing brand campaign that disrupts the category and breaks all conventions'.

New Corporate Member - Dubai World Trade Centre

The IAA welcomes **Dubai World Trade Centre**, UAE as our newest global corporate member. The official representative for the DWTC is **Mahir Julfar**, Director, Commercial and Venues.

25-year Members honored

Each year, the IAA honors a special group of members - those who celebrate 25 continuous years of membership. For 2011, these seven members joined that elite group:

- Ralph Buechi**, Switzerland
- Fredy Collioud**, Switzerland
- Joseph Khoury**, UAE
- Jamal Mir**, Pakistan
- Ramsay Najjar**, Lebanon
- Ole Petersen**, Denmark
- Paul Tsai**, Taipei

Their commitment gives the industry, our association and their Chapters continuity, experience and wisdom. Our thanks to them for their long-standing support!

Chapter news

Asia/Pacific

Malaysia Chapter event



Malaysia Chapter President **Harmandar Singh** has sent a detailed report on the Chapter's August event entitled "Chindia Rising". For a copy please contact the [IAA WSC](#).

India Chapter Events

India Chapter Agency 2.5 event

On August 20 the Chapter heard from **Tim Williams**, Founder and Managing Director of Ignition Consulting Group who spoke on "The evolving role of advertising agencies - from creators to curators". For further details on the presentation, please [click here](#).

Chapter Breakfast Meeting

On October 12 the Chapter held a breakfast meeting in association with the Corporate Executive Board (CEB) with speaker **Patrik Spenner**, MD of Research for Marketing. Designed specifically for CMOs, they were invited to share best practices and relate challenges.

India Chapter elects new officers

Kaushik Roy of Reliance Industries Limited was unanimously re-elected president of the India Chapter at its annual general meeting held October 1. **Srinivasan K. Swamy**, R K Swamy BBDO Pvt. Ltd. was elected Vice President, **M G Parameswaran** Secretary and **Jaideep Gandhi** Treasurer.

Chapter presented an invitation only Master Class with Hugh Hudson

On October 19 the Chapter presented a Master Class featuring **Hugh Hudson**, director-producer-writer who shared his thoughts on some of his most successful creative campaigns including those for British Rail, British Airways, Fiat Strade and Benson & Hedges.

Chapter news cont.

Asia/Pacific cont.

Singapore Chapter Re-launched

On October 13 the Accredited Assn. of Advertising Agents and the IAA held a meeting to announce the re-launch of the Singapore Chapter. Under a joint program, all IAA members recruited will also become individual members of the 3As.

The new Chapter officers were also announced:

President: **Anthony Kang** (Dentsu Singapore)

Vice President: **Vincent Hoe** (AG Advtg.)

Secretary: **Lily Tay** (Singapore Advertisers' Association)

Treasurer: **Phyllis Chua** (City Life Advtg)

Report from Vietnam

IAA member **Tran Hoang** reports on the success of the Social Marketing Projects on-line exhibition organized and managed by Vietnam Marcom and Vietkings. Endorsed by the IAA Indonesia Chapter, the website features social marketing campaigns in categories such as Education, Public Health, Family & Poverty, Green Marketing and Urban Life. For further information and to view the campaigns, visit their website: <http://socialmarketing.vn>.

Europe

Germany Chapter Oktoberfest

On September 19 the Chapter hosted their annual Oktoberfest event. The half day event began at Hotel Vitalis in Munich with a presentation by **Michael Wrigley**, Managing Director at Banner entitled "Mobile marketing - today's insights and strategies for the future". This was followed by transfer to an Oktoberfest tent with a traditional "mass" beer at the Blockle-Wirt tent, followed by a typical Bavarian dinner.

Italy Chapter's Advertising & Tourism Event

The Chapter's October 12 event was held at the Sipra office and introduced by **Paolo Lutteri**. Chapter President **Venanzio Cammara**, **Franco Iseppi** (Touring Club Italiano), **Filippo Nembrini**, Connexia), **Maurizio Goetz**, (Tourismatic), **Walter Maoili** (musician), and **Attilio Redivo** (Mediacom) spoke on how cultural, historic, and geographic heritage can help develop the economy of a country.

Chapter news cont.

Europe cont.

Romania Chapter elects new president

Alexandra Olaru, HR & Communication Director at McDonald's Romania is the newly elected chapter president.

Other officers elected include Vice President **Sagit Tzur-Lahav**, General Secretary **Felix Tataru** and Treasurer **Afrodita Blasius**.

Sweden Chapter's October event

On October 19 the Chapter presented "Communicating with the Global Elite", featuring **Mark Rogers**, Dow Jones & The Wall Street Journal Digital Network, **Will Hayward**, The Wall Street Journal & Financial News; and **Ulla Hermansson** of Clive Christian, a high-end fixture designer. The after-hours event was free to IAA members and included refreshments.

Swiss Chapter Events October 28 Concert opens Season

The Chapter held its season's opening event on October 28, with a concert at the Tonhalle Zurich featuring the new principal conductor of the Zurcher Kammer Orchestra **Sir Roger Norrington**. IAA members enjoyed a glass of champagne at the hall and a dinner reception that followed.

Young Professional event

On August 8 the Swiss Chapter YPs hosted a BBQ to celebrate their "birthday" as a YP Chapter.



YP Chapter President **Tamara Schmid** addresses crowd



Chapter News cont. Europe cont.

Serbia Chapter's Training Session on Self-Regulation

On September 30 a training session was organized by the Chapter. Speakers included **Stephan Loerke** (WFA) and **Konrad Drozdowski** (Rada Reklamy-Roland SRO). As a result of the sessions and information provided by the speakers, the Chapter started the process of writing a nation code for advertising.



Serbian Chapter President **Natasa Djurdjevic**

UK Chapter Events

UK Chapter's Innovation In Mobile panel

On November 1 the Chapter, along with the Mobile Marketing Assn., will host an interactive panel debate, followed by a Q&A session and refreshments. Speakers include **Russell Buckley**, Eagle Eye Solutions; **Amanda Rosenberg**, Google; **Chris Carmichael**, British Airways; and **Stephen Yap**, TNS Technology.

November luncheon features Dominic Fawcett

The Chapter's monthly luncheon will be held on November 18 and features **Dominic Fawcett**, Media Director for Sony Europe, who will speak on the theme "Poacher turned gamekeeper - or is it the other way around?"

Christmas Luncheon

The Chapter's very popular Christmas lunch will be held on December 7 at the Hilton Park Lane hotel. For reservations please contact the [chapter office](#).

Middle East/Africa

UAE Chapter Networking Event

The Chapter held a networking evening event on October 17 at the IAA premises in Dubai Media City. **Racha Makarem**, head of Business, Compass and **Rami Saad**, Head of Digital, Starch Mediavest Group spoke on "Data Possibilities".

Chapter News cont.

US/Canada

US-New York Chapter Events

Chapter holds Breakfast panel

The Chapter will host a breakfast panel discussion on November 2 which features **Jon Achenbaum**, Sr. VP, Global Strategic Marketing & Business Development Bayer HealthCare interviewed by **Stef Gans**, CEO of EffectiveBrands. Topic of discussion is "Building a Winning Global Brand".

Young Professional's social event

On October 4 the NY-YP Chapter hosted a social gathering with cocktails, appetizers and karaoke, held at Overlook restaurant.

November 14 Luncheon

The Chapter's November luncheon will feature **John Kennedy**, VP, Corporate Marketing at IBM speaking on CMO Study Findings.

Chapter's Annual Winter Ball



The Chapter's Decemberfest will take place on December 14 at the Pierre Hotel and features a Bavarian theme. For more details please contact the [chapter office](#).

US-West Chapter's Advertschmooze networking event



The Chapter's popular social event was held on October 12 at the Traction Annex in San Francisco. Members and guests enjoyed a night that included networking, 'schmoozing' and drinks.

Attention all Chapters! Please send us your news!

We'd like to feature all Chapter events and activities in this newsletter. A brief description in English is all that is needed! Please send directly to [Marie Scotti](#). Many thanks!

Education Program Update

Fourth IAA Dentsu Poster Competition launched - theme is Sustainable Development

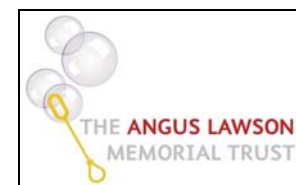


The theme for this year's competition is sustainable development - how we can generate more jobs and prosperity while protecting the environment.

The competition is being launched in support of the United Nations action on sustainable development in the lead up to Rio+20 Conference.

"Next year's Rio+20 Conference offers a wonderful opportunity to picture the future we want," says Mr. **Kiyo Akasaka**, United Nation's Under-Secretary-General for Communications and Public Information. "By inspiring people to think about what our world will look like 20 years from now, this competition can also inspire thinking about how we will achieve that future." Please visit the [IAA website](#) for more details.

UK-based charity seeks support



The [Angus Lawson Memorial Trust](#) (ALMT) is a registered children's charitable trust created for the mitigation of suffering of the world's most marginalized children regardless of geography, ethnic background, class or religion. The ALMT is currently looking for sponsorship, either financial or in top end auction lots, for its annual Burns Night fundraising dinner. Now in its fifth year the event is high profile, high net worth and an opportunity for significant brand exposure. The ALMT is asking for members to engage with them, either locally or globally. If your Chapter is interested in supporting this charity please contact **Silvie Wallington**, Fundraising and Marketing Manager at silvie.wallington@almt.org