

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.

We welcome your input. If you have any reports, events, pictures, please send them in or simply forward directly to [Marie Scotti](mailto:Marie.Scotti@iaa.org) any newsworthy items that you'd like to share with your fellow IAA members. We look forward to hearing from you soon.

41st IAA WORLD CONGRESS
WASHINGTON DC
APRIL 7th-9th 2008

**WHAT'S
COMING
NEXT?**SM

Register now for the 41st IAA World Congress

- The 41st IAA World Congress promises to be the three most important days in the communications industry's calendar
- Already delegates have signed up from France, Russia, Mexico, Jordan and other countries - make sure you do not miss out on the 2008's must attend event
- To see the latest program and speaker information and register visit the Congress website

Visa requirements for the World Congress

If you or your Chapter members are attending the World Congress next year please be aware of the visa requirements for the United States:

- Visa processing times vary from country to country but can take several months so **apply early**
- If you require **an invitation letter** then this can be provided upon request. See the visa information section on the Congress website

Exclusive offers for IAA members only

Special rate for AdAge/China Digital Marketing Conference



IAA Members received a US\$100 discount on the registration price. The conference will be held on December 6 in Shanghai. Visit their website and be sure to enter code **IAAChina** for discount.

50% off of EASA's Blue Book 5- Advertising Self Regulation in Europe



Receive a 50% discount on the price (regularly €180) by ordering the book on-line at www.easa-alliance.org. Click on "order your copy now" and select "other" in "type of organization". Then type **IAA member** in the text box.

IAA Member-rates at US hotels



IAA members can enjoy preferred rates at the Iroquois Hotel, New York and the Huntington Hotel, San Francisco, both members of "Small Luxury Hotels of the World". These rates can be obtained by calling the telephone number in your country (to see chart, click here), and requesting the special "International Advertising Association" rate.

[Does your Chapter have what it takes to win the 2008 IAA Chapter Excellence Award?](#)

Award Chairman **Indra Abidin** recently sent all Chapter Presidents and Secretariats the selection criteria document that will determine who will win the 2008 Chapter Excellence Award.

Deadline for submissions is December 31. Additional copies of the selection criteria document are available from the WSC.

[Attention all Chapters!](#)

[Do you want to publicize your events on the IAA global website?](#)

This is your chance to showcase your event to all global website visitors. Please send a short description of your event to [Mateja Simic](mailto:mateja@iaa.org).

Please provide the following information: event title, location, date and time, speaker name (if known) and short description of your event.

We are particularly keen to receive information on events in Latin America, Middle East/Africa, Asia/Pacific and Europe.

[Elections committee continues work](#)

The elections committee 2008, headed by IAA Vice President-Election **Pheroza Bilimoria**, recently sent a reminder to all Chapter Presidents and World Board members requesting candidates for the positions of Senior Vice President (taking over as Chairman and World President during the 2010-12 term), World Secretary and World Treasurer for the 2008-10 term.

The elections will be held in Washington D.C. during the business meetings that will be held prior to the World Congress in April 2008.

[New Corporate members](#)

We welcome two new corporate members:

Cheil Communications MEA Fz LLC., Dubai.
Official representative: **Seung Je Oh**, Managing Director

Universal McCann, New York.
Official representative: **Nick Brien**, Chief Executive Officer.

[Chapter news](#)

[Europe](#)

[Romania Chapter's IAA European Summit attracts over 400 participants](#)

Below are photos taken at the event



[Chapter news \(cont.\)](#)

[First meeting for Polish YP Chapter](#)

The Poland Chapter's newly created Young Professionals group held their first event on November 8 where the new YP team heard **Jacek Hensler** speak on "Effective Marketing: the biggest mistakes of a client, the biggest mistakes of an agency."

[UK Chapter's Brand Builders Course concludes on December 11](#)

The Chapter held a series of 5 evening workshops during October-December, which will conclude on December 11. Aimed at media/communications planning executives, the series was chaired by **Liz Workman** from the Workman Partnership.

The workshops gave participants the opportunity to gain a unique insight on key issues facing communications specialists today. The final workshop will feature **Charlie Crowe**, C Squared; **James Sanderson**, Glue and **Nick Barron**, Clear Horizons.

[Online Sales Training Day](#)

This one-day workshop was held on November 14.

[Holiday lunch](#)

Will be held on December 5 at the Hilton Park Lane Hotel.

[Spanish Chapter Executive Director Visits Argentina](#)

Argentina honorary life member **Rogelio Pianezza** reported on his meeting with **Carlos Yepez**, representing IAA Vice President/Area Director Fernando Ocana. The purpose of the meetings was to generate support for the IAA in Argentina and reactivate the chapter.

Carlos and Rogelio meet with the Argentine Association of Advertising Agencies (AAAP) and with UADE, an IAA accredited institute located in Argentina.

A working breakfast was held where Carlos outlined successful Spanish Chapter programs. A visit to UADE was held the same day. Media coverage of the events included stories in Cartas de Publicidad, Diario Clarin and Diario La Razon.

Chapter news (cont.)

Holiday Season celebrated by US-IAA Chapters

New York Chapter's Bollywood Ball

The Chapter's annual holiday event will be held at the Pierre Hotel on December 18.



For further details and reservations contact the [NY chapter office](#).

US-West Chapter's December 7 holiday luncheon



Supporting SF firefighter's "Toys for Tots" program. For reservations contact alex.burton@turner.com

Of interest to members



IAA Socially Responsible Communications Award

The IAA launches the first worldwide award to recognize the role of socially responsible communications. The award's purpose is to showcase how the advertising community is addressing environmental and social responsibility issues and will demonstrate the powerful contribution of the marketing community towards those issues worldwide.

Please [click here](#) for more details. The competition will be opened until January 10, 2008.

Case studies: featured in "Identity Crises" by Jeff Fisher, published by HOW Publishing. The Paragon Marketing Communications, Kuwait, case study for La Baguette is one of 50 case studies in the book and the only one from the Middle East. Copies of this case study are also available from Paragon directly by [e-mail](#).

IAA members in the news

NY Chapter president runs for a cause



New York Chapter President **Andrew McLean** recently ran and completed the New York City Marathon. His official time was 4:15:26. Andrew ran on behalf of "TeamFox" with donations going to fight Parkinson's disease through the Michael J. Fox Foundation.

Egypt Chapter member honored

Long-time member **Loula Zaklana** was honored by the Public Relations Society of America as the 2007 recipient of the Atlas Award for Lifetime international Achievement. The award, presented to an individual who made extraordinary contribution to the practice and profession of public relations on a global scale over the span of his/her career, was given to Loula on October 22, during the PRSA's International Conference.

"It is an honor to present this prestigious award to Loula, an Egyptian entrepreneur who introduced advertising, public relations and market research to the Arab world and helped establish "boundaryless" global communication as a standard practice rather than an ideal", said PRSA Chair/CEO **Rhoda Weiss**.

In Memoriam



IAA Honorary Life Member **Haruo Yoneda** has passed away. Mr. Yoneda served as Executive Coordinator for Dentsu Inc. from 1961 to 1990. A member since 1962, Harry, as he was known, served the IAA in a number of positions including board member, area VP, and world secretary from 1978-88. He was awarded the IAA Medal for Merit in 1976 and became an honorary life member in 1990. His medal for merit sums up best his position as a highly regarded ambassador with "talents and abilities, prized by every internationalist, of keep intelligence, broad knowledge, deep understanding and warm companionship".

Education program news

IAA InterAd XII global student competition



IAA InterAd XII has been launched.

Sponsored by Global Advertising Strategies, it features Unilever's AXE brand of male grooming products as the client.

For a copy of the case brief, guidelines document and registration form, please contact [John Holmes](#) or [Nubia Martinez](#). Registration deadline is December 17, 2007. The final submission deadline is February 4, 2008.

IAA Student Chapter program introduced

Director-Educational Programs and Alliances **John Holmes** announced the establishment of IAA Student Chapters through IAA Accredited Institute campuses.

Students enrolled in advertising-marketing communication courses at the accredited institutes will be encouraged to join as an enhancement to the program.

Changes in By-Laws

There have been changes to the IAA by-laws section "Elections" that specify term limitations. Please visit the IAA website to access.



Chapter to Chapter network

Attention Chapter Presidents and Executive Directors: TAKE ADVANTAGE OF IAA'S UNIQUE NETWORK - is there a topic or request your fellow IAA chapter counterparts can help with? Send it to us and we will post your request here, together with your contact details, so that other Chapters can liaise directly with you