

Network News

STORIES AND NEWS FROM AROUND THE IAA'S WORLD

Issue #29 Special Congress Edition



Inspiring Excellence in Communications Worldwide

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

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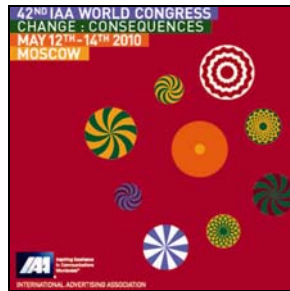
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42nd IAA World Congress May 12-14, Moscow, Russia

IAA members from 42 countries will be there - will you?

WWW.IAAMOSCOW2010.COM

ONE CITY. TWO DAYS. THIRTY SPEAKERS.
80 BILLION DOLLARS WORTH OF OPINIONS



Currently over 600 delegates from 42 countries are registered. For more information and to register, please visit the Congress website.

Look Who's Coming

The Congress will present a unique line up of international speakers sharing their views and insights on the trends and issues confronting the industry today. Distinguished speakers include:

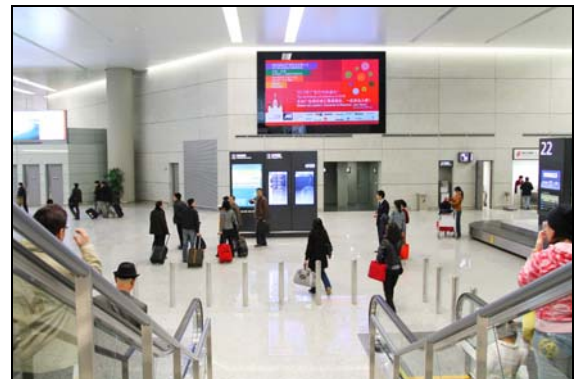
Kiyo Akasaka, United Nations; **Nikesh Arora**, Google; **Igor Artemyev**, Head of Federal Antimonopoly Service; **Emilio Azcárraga**, Grupo Televisa; **Vinita Bali**, Britannia Industries; **Sam Balsara**, Madison World; **Atul Bindal**, Bharti Airtel Ltd. **Laurence Boschetto**, Drafftcb; **Marc Bresseel**, Microsoft Advertising; **Nick Brien**, McCann Worldgroup; **Jonathan Charles**, BBC World News; **Simon Clift**, Unilever; **Joanne Davis**, Joanne Davis Consulting; **Jean de Witt**, Hachette Filipacchi Shkulev; **Serge Dumont**, Omnicom Asia-Pacific; **Arkady Dvorkovitch**, Chief Economic Assistant to the President Russian Federation; **Mikhail Gerchuk**, MTS; **Erich Joachimsthaler**, Vivaldi Partners; **Sergey Koptev**, Publicis Group Media Eurasia; **Maurice Lévy**, Publicis Groupe; **Yury Luzhkov**, Chairman of the Russian Federation; **Dimitri Medvedev**, President Russian Federation; **Michael Mendenhall**, Hewlett-Packard; **Svetlana Mironyuk**, Ria Novosti; **Rob Norman**, GroupM; **S. Piskarev**, Gazprom-Media; **Marc Pritchard**, Procter and Gamble; **Rich Riley**, Yahoo! **Darren Shaw**, Shaw Media Holdings; **Bettina Sherick**, Twentieth Century Fox; **Sir Martin Sorrell**, WPP; **Andrew Sveshnikov**, 360D Interactive; **Andray Volozh**, Yandex; **David Yakobashvili**, RusBrand; **Andrey Zlatoplosky**, TV Broadcaster Russia.

Global Promotion

The global advertising campaign for the 2010 IAA World Congress (visuals shown) included spots on CNN and Euronews. Print ads in the Financial Times, The Economist, Business India and Harvard Business Review. Outdoor in London, Paris, New York, Miami, Dubai, Hong Kong and Shanghai.



TV Spot, CNN International and Euronews



OOH digital advertisement- Hongqiao International Airport, Shanghai



World Congress Brochure

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

Newly elected Vice President/Area Directors

Regional elections were held in February-March in IAA Chapters to elect the IAA Vice President/Area Directors for the upcoming 2010-2012 term.

The newly elected VP/Area Directors are:

Asia/Pacific - **Pradeep Guha**, India (re-elected)

Europe - **Erich Buxbaum**, Austria (re-elected)

Latin America - **Isaac Chertorivski**, Mexico

Middle East/Africa - **Faris Abouhamad**, UAE

US/Canada - **Sean Lough**, US-New York

IAA Elections

Meet the candidates

On May 11 at the outgoing Board meeting, elections will take place for the 2010/2012 term of office. Here are the candidates for the office of Senior Vice President, Secretary and Treasurer.

For Senior Vice President: **Andrew McLean**, Chief Development Officer Global, Group M, New York

For Secretary: **Pheroza Bilimoria**, Managing Director, Business India Publications Ltd., Mumbai

For Treasurer: **Sandy Kornberg**, Advisory Board, Global Advertising Strategies, New York

IAA business meetings to be held on Tuesday May 11

A day of meetings for the IAA Board of Directors and Executive Committee include:

0930-1045 - 2008-2010 Executive Committee & Vice Presidents' final meeting. Members of the current Excom & Vice Presidents

1045-1230 - 2008-2010 Board of Directors final meeting - election of officers. Members of the current Board

1410-1535 - 2010-2012 Board Inaugural meeting. Members of the incoming Board

1545-1730 - 2010-2012 Executive Committee & VPs Inaugural meeting. Members of the new Excom & newly appointed Vice Presidents

Winner of Australia Chapter's "Write A Trip" going to Moscow

Nic Hodges, Digital Creative Director, Clemenger BBDO Sydney was chosen winner of the Chapter's "Write A Trip" competition and will attend the upcoming IAA World Congress in Moscow, courtesy of IAA Australia and Microsoft.

In Nic's own words - "*I'm really excited about travelling to Moscow for the IAA World Congress. The writing and interview process for the competition was fantastic enough, so to win it is amazing. It's a great initiative by the IAA, and I'm really thankful that they are so supportive of young people in the industry and are allowing me such a wonderful experience.*"

The two other finalists were **Praveen Vaidyanathan**, Junior Planner at George Patterson Y&R Melbourne and **Bryce Combe**, Account Director, Clemenger BBDO Adelaide.

Please [click here](#) to view their winning entries.

IAA Awards

The following awards will be presented in Moscow during the gala dinner on May 12:

IAA Award - is presented to an individual in recognition of outstanding services in the field of international advertising and marketing.

Chapter Excellence Award - is awarded to the IAA chapter judged to have made the best overall contribution to achieving the aims and objectives of the IAA over the previous two years. This year, four chapters are competing: **India, Mexico, Poland** and the **UAE**.

IAA Medal for Merit - is awarded to recognize outstanding service to the association or to international advertising.

Honorary Life Membership - It has been the custom to reserve this honor for persons entering retirement from business, after long and significant service to the IAA. Recipients are considered members for life, without the obligation to pay dues.

Samir Fares Award - is presented to an individual in recognition of career achievement in the IAA and of outstanding service in furthering the objectives of the association.

Chapter news

Europe Sweden Chapter hosts Swiss Chapter delegation



Open Communications in Stockholm was the venue for a meeting between Swiss and Swedish chapter members. Among the participants traveling to Stockholm from Switzerland were **Urs Beer**, Chapter President **Daniel Hofer**, and Chapter Administrator **Edith Moosbrugger**.

UK Chapter April Luncheon

Held on April 14 the speaker was **Tracy Britton**, Group Head of Marketing, HSBC bank.

Middle East/Africa

UAE Chapter's Networking Evening Event

Ramon Bosch Smit from Microsoft's Silverlight gave a presentation on the technology during the Chapter's April networking event. To access his powerpoint presentation, please [click here](#).

Professional Development Series Session

The Chapter held the second session of its professional development series on April 20 which featured **Kieran O'Sullivan**, Impact Proximity, **Dimitri Metaxas**, Omnicom Media Group and **Souheil Soueid**, Google speak on "Connect with digital or face extinction".

The series, running until September, will focus on providing young professionals perspective and tools to analysis challenges facing the industry and interact with local experts on a one-on-one basis.

LETTER FROM INDRA ABIDIN, Chairman and World President

Dear friends and colleagues,

We have passed the first quarter of the new year and one week from now we will have our Congress in Moscow and my tenure as Chairman and World President will end. This, therefore, is my last letter to all of you who have made these past two years very enjoyable as much as highly challenging.

The last three months have been busy months for the IAA, both worldwide and in the areas. We had our first Executive Committee and Vice Presidents meeting of the year 2010 in New York, which presented and discussed a wide range of issues, from the IAA advertising campaign and Erich Buxbaum's strategy and action paper to the issue of the use (and misuse) of IAA logo in social media like Facebook.

The meeting also heard the report on final preparations for the 42nd IAA World Congress in Moscow. Of particular interest to me personally was Erich Buxbaum's Strategy and Action paper for IAA's future development. The paper outlined the current situation with a revealing SWOT analysis of the organization, a chapter analysis and proposals for strategy and action. The paper proposed quite convincingly the four priority areas to be improved: growth in membership, particularly in the weak areas; awareness and image of IAA through better communication and delivery of tangible benefits; professional training with training modules and organizational support; and working attitude which inspires and deliver action. He also proposed organizational changes with a focus on having more meaningful and effective global meetings. I am asking that chapter presidents study this strategy paper and have a good look at the points raised and how they are applicable to their individual area and chapter.

During this period, I also had a chance to attend the IAA Asia Pacific Chapter Presidents and Country Representatives meeting. The meeting heard country reports from Australia, Taipei and Sri Lanka which demonstrated the activism of the organization in those countries. However, I still am deeply concerned when it came to the chapters' reports on membership, with only two chapters - India and Japan - having more than 100 members and two other chapters - Sri Lanka and Taipei - having more than 50 members among its 16 member countries. Another issue discussed in the meeting: Foundation for Advertising Research which discussed the advantage of self-regulation over government regulation on advertising. The IAA has long promoted self-regulation as the more effective way for ensuring best practices in advertising.

I also had the opportunity to attend a very interesting event in Ho Chi Minh City in Vietnam, which was the Social Marketing Conference and Exhibition organized by Vietnam MarCom, whose Chairman, Tran Hoang, is also an IAA member. I was very impressed by the dynamism shown and I am confident that we will hear more from them.

In closing, I wish to again thank you all for the support that I have received during my tenure and I look forward to continued fruitful relationship between and among us all.

See you in Moscow.

