

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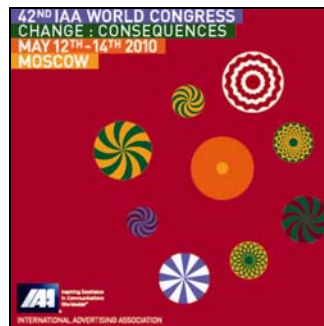
We welcome any suggestions, ideas or information for this newsletter. Visit our website at iaaglobal.org

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

**STILL TIME TO
REGISTER!**

WWW.IAAMOSCOW2010.COM

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



Currently 500 delegates from 42 countries are registered!

The 42nd IAA World Congress is truly the one international event you should focus on for 2010 - the ability to meet up with global clients and colleagues, build new business opportunities and meet the industry leaders you generally only get to read about!

Just about everywhere, the world is emerging from the most difficult business conditions experienced in decades. The global ad industry is also emerging, but it is completely changing. And it's never going to be the same! With so much going on in media, in agencies, with advertisers, in creativity, in technology and in so many markets the 42nd World Congress under the theme CHANGE:CONSEQUENCES aims to bring clarity to the confusion.

Held behind the walls of The Kremlin, in the State Palace Congress Centre right at the heart of the government, delegates will also enjoy a glittering program of evening events at The Ritz Carlton, a Gala Dinner at The Kremlin and a special performance at The Bolshoi Theatre!

For more information and to register, please visit the Congress website.

New Speakers Added

The Congress will present a unique line up of international speakers covering a wide range of diverse topics. 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; **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; **M. Gerchuk**, MTS; **Erich Joachimsthaler**, Vivaldi Partners; **Serguey 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; **S. Mironyuk**, Ria Novosti; **Rob Norman**, GroupM; **S. Piskarev**, Gazprom-Media; **Marc Pritchard**, Procter & Gamble; **Rich Riley**, Yahoo! **Darren Shaw**, Shaw Media Holdings; **Bettina Sherick**, Twentieth Century Fox; **Sir Martin Sorrell**, WPP; **Andray Volozh**, Yandex; **David Yakobashvili**, RusBrand; **Andrey Zlatoplosky**, TV Broadcaster Russia

Latest IAA World Congress Promotions

In addition to the recent promotional brochure mailed to all IAA members, promotion on TV, in print and out of home (OOH) has started.

An international TV campaign is scheduled to air globally (ex USA) on CNN International and Euronews. Digital OOH advertisements are now running in London and Moscow and the following airports: JFK, Paris CDG, Miami, Dubai, Hong Kong and Shanghai. And watch for advertisements in the Financial Times and The Economist.



OOH digital advertisement at JFK International Airport

Post Congress Tours for delegates - Moscow and St. Petersburg

Post-Congress tour packages are also available to Congress delegates. The Moscow tours include visits to The Moscow Kremlin, and the Tretyakov Picture Gallery. The St. Petersburg 3-day tour includes all transportation and hotel as well as visits to the "Hermitage" museum; "Tsarskoye Selo"-Tsar's summer residence, Menshikovsky Palace and a boat ride through the Channels of St. Petersburg.

[Lebanon Chapter speaks out on draft law prohibiting advertising for Tobacco Products](#)

On March 17 the Chapter, along with the Lebanese Syndicate of Advertising Agencies, asked the Parliamentary Administration and Justice Commission to take their demands into consideration while discussing a law to limit tobacco smoking and prohibit advertising for tobacco products. They requested that they be included in all discussions over any draft law related to the advertising sector.

[Chapter news](#)

[Asia/Pacific](#)

[India YP Chapter Event - "One-on-One over Tea with Sam Balsara"](#)



Lara Balsara addresses group

On February 24, the Chapter's newly formed YP chapter hosted an afternoon event at the NDTV Media Training Center in Gurgaon where they heard from **Sam Balsara**, Chairman & Managing Director of Madison Communications and his daughter **Lara Balsara** who is Business Development & Diversification Manager at Madison. Sam shared anecdotes on his advertising career and Lara described the "10 Immutable Laws of Madison". Over 45 members and guests attended.



Sam Balsara and Raj Nayak listen to Lara Balsara's presentation

[Chapter news cont.](#)

[Europe](#)

[Sweden Chapter's Nobel event evening](#)

On March 3 the chapter sponsored an evening event entitled "How Nobel safeguards a rich tradition while expanding its global brand". Starting with a tour of the Nobel Museum, the Chapter heard from **Perina Stjernlof**, Head of Marketing at the Museum and **Merci Olsson**, Marketing & Communications Manager for Nobelprize.org, the official website of the Foundation, on how the Foundation communicates on the famed Prize and its work fostering science education in youth around the world.

[UK Chapter Events](#)

[Panel discussion](#)

On February 24th the Chapter held a panel discussion and debate at the Bloomberg Auditorium. The discussion's focus was on future business models for media, including insights into how global clients are changing strategies and investment to respond to the changing media landscape. Panelists were: **Phil Stokes**, PricewaterhouseCoopers; **Adam Smith**, GroupM; **Mel Varley**, Mediaedge:cia; and **Jamie Leach**, Starcom MediaVest Group.

To read a summary of the event see the [WARC report](#) and [Case Study](#) or watch the available [Video Podcast](#).

[Swiss Chapter events](#)

The Chapter, in conjunction with the Sweden Chapter, is holding a 2-day study tour of Stockholm entitled "Design meets Advertising" on April 22-24.

The Swiss Young Professionals are holding their own activities as well:

March 30 - **Dominic Deville**, Managing Partner of event agency "Clockworz", Lucerne, spoke on Guerilla Marketing in Switzerland. He presented examples both good and bad of G-Marketing and provide details on the beginning and history of this trend.

April 15 - **Reinhard Vissa**, MAS Master of coaching in organizations ZHAW will speak on management coaching in Switzerland.

[Chapter news cont.](#)

[Middle East/Africa](#)

[Ghana Chapter elects new officers](#)

Chapter Secretary Francis Dadzie reported on the Chapter's general meeting and elections recently held:

President: **Norkor Duah**
Secretary: **Francis Dadzie**
Treasurer: **Teete Owusu-Nortey**
Functions/Events: **Joel Nettey**
Professional Development: **Emmanuel Addo**
Advocacy & Campaign: **Mansa Amoa Awuah**
PR/Publicity: Pub Awarnss: **Reginald Laryea**

[Kuwait Chapter Supported Event](#)

On February 14 the Chapter supported a seminar featuring motivational speaker **Nick Vujicic**'s theme "Live a Life without Limits". Among the topics he covered: Overcome Fear and Embrace Change; Dreaming Big & Never Giving Up and How to see Obstacles as Opportunities.

[UAE Chapter launches Education Master Classes](#)

Kamal Dimachkie, Chairman of the Chapter's Events and Talent Committee, explained that the aim is to "offer members and the industry not just another lecture series but one that tackles some of the major questions of the day and does so with professional needs in mind".

Running from March to September 2010, the series will be moderated by professionals from a broad industry base, all leading players in their field, who will provide participants with perspectives and tools that are instrumental in the analysis and solution of many challenges confronting the industry. Individuals will have the opportunity to interact with local experts and delegates on a one on one basis. The first program, entitled "Death of an Insight" was held in March 9th and featured **Nicholas Chidiac**, Strategic Planning Director of Leo Burnett Dubai. The workshop was specifically designed to develop knowledge and build expertise in the media activities of agency and client-side organizations.

[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 future event to [Marie Scotti](#)

Chapter news cont.

Dubai International Advertising Festival



The festival was held March 14-16 at the Palladium, presented by the Cannes Lions International Advertising Festival and in association with the IAA UAE Chapter.

More than 360 entries were judged and eight grand prix awards were presented during the four day festival.

The UAE Chapter hosted a forum on creativity during the festival. Entitled "Blame it on the Client, Agency or the Consumer" the moderated discussion included four industry practitioners: two clients and two agency creative heads and took a close look at the region's creative process.



Ramzi Raad receives Advertising Person of the Year award during the Festival

IAA Member Benefit - reduced rates on Haymarkets Publications

The UK Chapter has arranged with Haymarket publishers to offer IAA members discounts on their marketing publications: *Campaign*, *Marketing*, and *PRWeek*. Save 15% by ordering through the following members-only links:

Campaign www.haysubs.com/cxiaa10
Marketing www.haysubs.com/mxiaa10
PRWeek www.haysubs.com/priaa10

Chapter news cont.

US/Canada

New York Chapter Events

March luncheon

The luncheon was held on March 23 and featured **Chris Schembri**, Vice President, Media Services at AT&T.

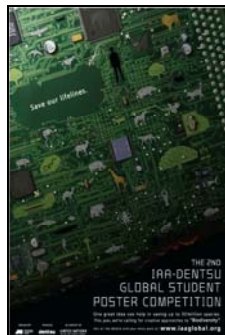
6th Annual Global Marketing Summit "The New Normal"

The summit takes place on April 15 at the Time Warner Center. For details and to register please visit their [website](#).

US-West Chapter's Personal Branding Workshop

On April 22 the Chapter presents a workshop for communications executives, facilitated by Noll & Associates and hosted by Han Reiney & Publicis. This session will examine why branding is so powerful and the ongoing advantage that strong brands enjoy. Free to IAA members, \$30 for non-members. For information and to register, contact [Jennifer Yomogida](#).

2nd IAA-Dentsu Global Student Poster Competition attracts over 500 entries



The WSC received over 500 entries from students worldwide challenged with designing a poster creating citizen and consumer awareness of the theme - biodiversity. The theme of the competition is in recognition of the critical impact of environmental issues and supports the United Nations, which has designated 2010 as the International Year of Biodiversity.

Judging will be done on a regional basis, with a world panel of judges making the final decision. The winner will be flown to New York for presentation of the award at the United Nations.

2009-2010 Membership Directory now available on-line



The 2009-2010 Membership Directory is now available in the 'members only' section of the IAA website. After logging in as a member, the book can be found under the "membership directory" tab in the left navigation bar.

Our thanks to our advertiser sponsors: **Departures Magazine**, **Telebrands**, **Dentsu Inc.**, **Hakuhodo Incorporated**, **Harvard Business Review** and **ICP**.

In memoriam

Antoine Choueri

Jean-Claude Boulos has informed us of the passing of **Antoine Choueri**, President-General Manager of the Choueri Group and one of the most prominent members of the Lebanon Chapter.

Jean-Claude explained: "Antoine was behind each and every success of the IAA Chapter in Lebanon and outside Lebanon. He sponsored the great events during the IAA World Congresses including *Ella Fitzgerald in Chicago*, the *Barcelona Lebanese dinner*, the *prestigious nights in Mexico*, the *evening dinner in Cairo and London*. He was behind the full success of the *Beirut World Congress in 2002*.

He was not only a man of advertising in Lebanon but was a real player in the advertising world in the Arab countries, where he had offices in each of the Arab capitals and was instrumental in the development of the concept of the "pan-Arab campaign". Many advertising companies owe their success to him and advertising will never be the same after his death".