



I API IN 2017

YOUNG LIC
COMPETITION

POWERED BY
heat + Digital

CONNECTED CREATIVE



"It's been a busy 2017. Major projects for IAPI included: organising 7 Young Lion competitions. We brought the largest ever number of Irish young creatives to Cannes in the history of the festival and we won our first gold in Young Lions for design. We launched a new IAPI website. We ran a busy programme of thought leadership events and training days and welcomed two new people to the IAPI executive.

A key focus for us was supporting members in strategic pricing and management confidence. This involved extensive training in agency pricing, negotiation skills to better deal with client procurement departments and engaging with agencies and clients to review the industry pitch guidelines."

- Tania Banotti, CEO

IAPI IN NUMBERS



58

Member Agencies

1,830

Full Time Employees

7.6%

Increase in Employment

EVENTS 2017

Legal Seminar

CopyClear Annual User Seminar

The Value of Backing and Buying Creative Work - Phil Rumbol

Cannes Young Lions Briefing
(7 Briefings)

Doyenne Awards

SXSW Debrief

ADEXPO - Career Show for Young Talent

Research into CEO's view on Advertising Effectiveness
- Karen Hand

Cannes-alysis

MDs Lunch

Industry Summer Ping Pong Party

CFO Meeting

Creative Directors Meeting

Restore. Replay. Remember. - IFI Advertising Archive Event

Update on Pitch Guidelines

Team Empowerment and Effective Collaboration - Agency Agile

Win Without Pitching - Blair Enns

IAPI/DIT Student Pitch Night

ADFX Energiser - Fran Cassidy

EVENT ATTENDANCE

1,646 attendees at
IAPI events up to
November 2017

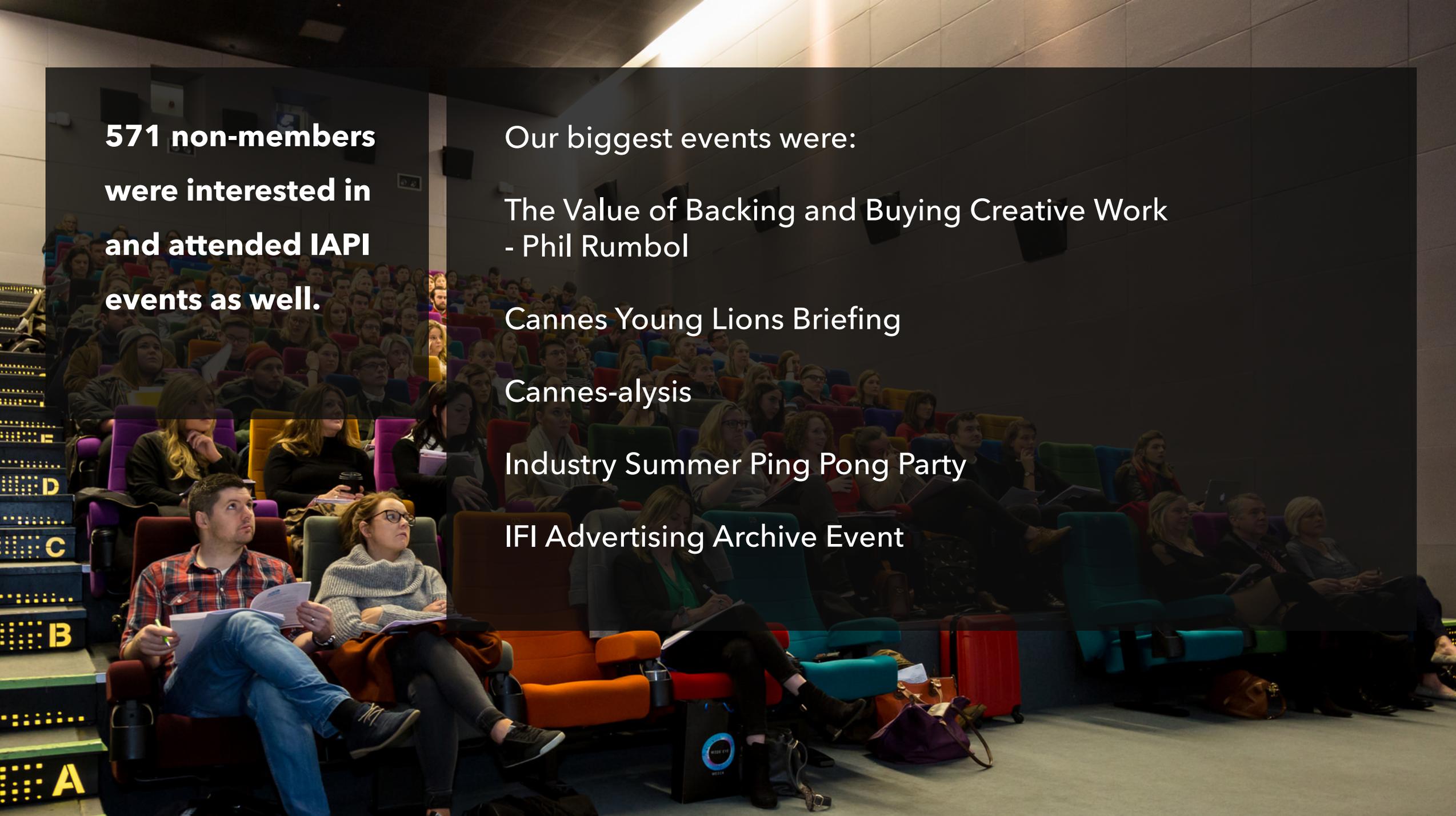
Top 6 agencies
attending IAPI events

ROTHCO



CARAT





**571 non-members
were interested in
and attended IAPI
events as well.**

Our biggest events were:

The Value of Backing and Buying Creative Work
- Phil Rumbol

Cannes Young Lions Briefing

Cannes-alysis

Industry Summer Ping Pong Party

IFI Advertising Archive Event

EVENT FEEDBACK

"Well done to all involved in today's gathering for the MDs lunch. Good turnout and informative, useful presentations all round"

- Ian Young, BBDO Dublin

Tania, well done on the Phil Rumbol seminar this morning. Very useful and informative. And really well attended. "

- Colin Gordon, CEO, Glanbia

"Congratulations on a splendid evening last night in the IFI. Extremely enjoyable and extremely successful. Very well played."

- Barry Dooley, Chief Executive, Association of Advertisers in Ireland (AAI)

"Thank you very much for organising the Tim Williams Workshop today. As always, it was a very informative session and nice to meet new colleagues"

- Fergal Behan, TBWA Dublin

"Just a quick email to say a huge thank you to you and your team for organising last night's event (ADEXPO). It was fantastic and the booklet is very helpful. We left feeling very enthused and 100% focused on getting our portfolios together so that we have something to talk about at future events and your advice really spurred us on this regard."

- Kate Madders, Student

Congrats on the Cannes Young Lions Briefing - Everyone here is extremely fired up!

- Jill Byrne, Relationship Director, Rothco



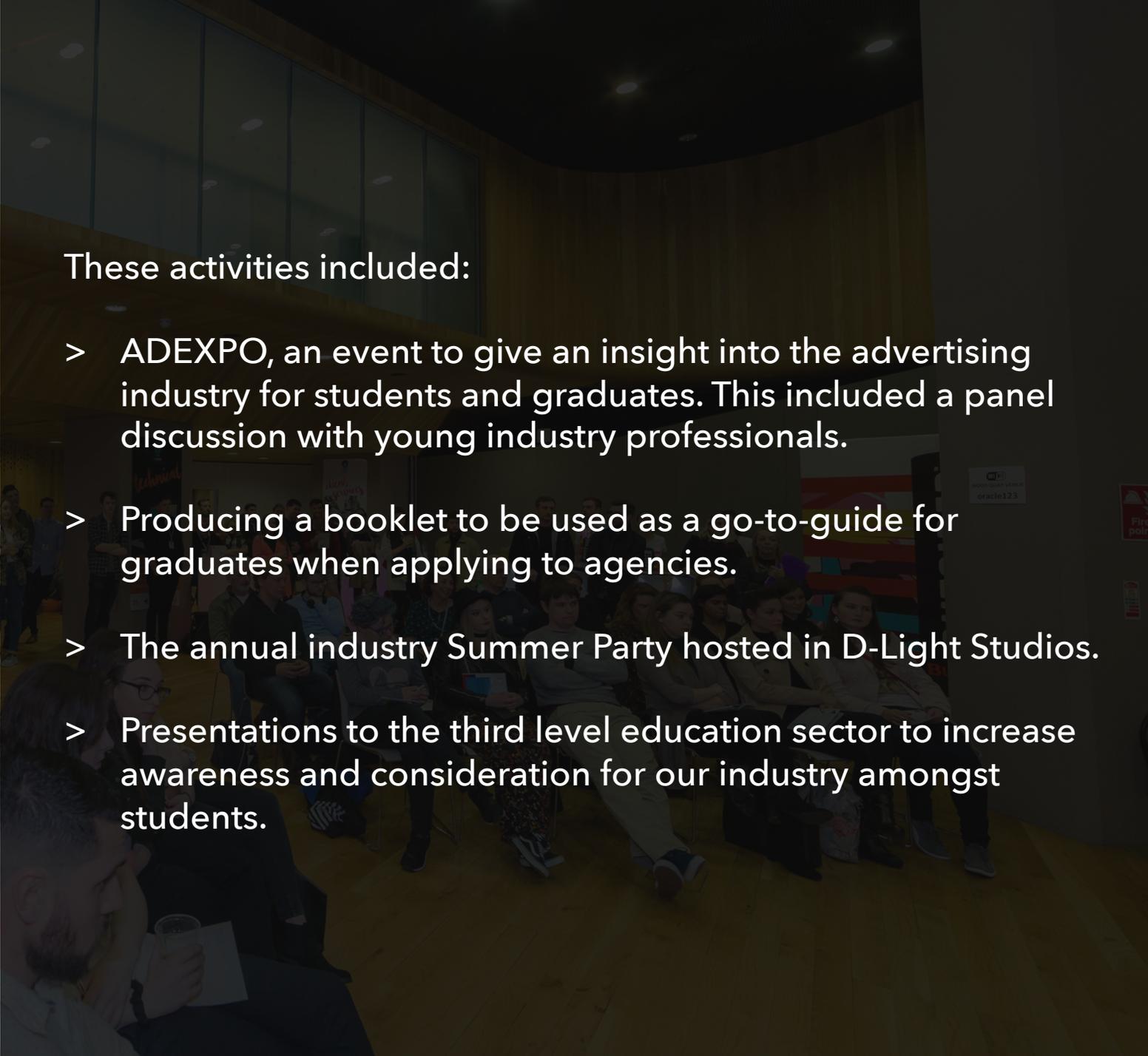
2017 saw the Future Heads committee grow to include 37 representatives from our member agencies. Their activities were led by the newly elected Gemma Gilmore of Spark Foundry.

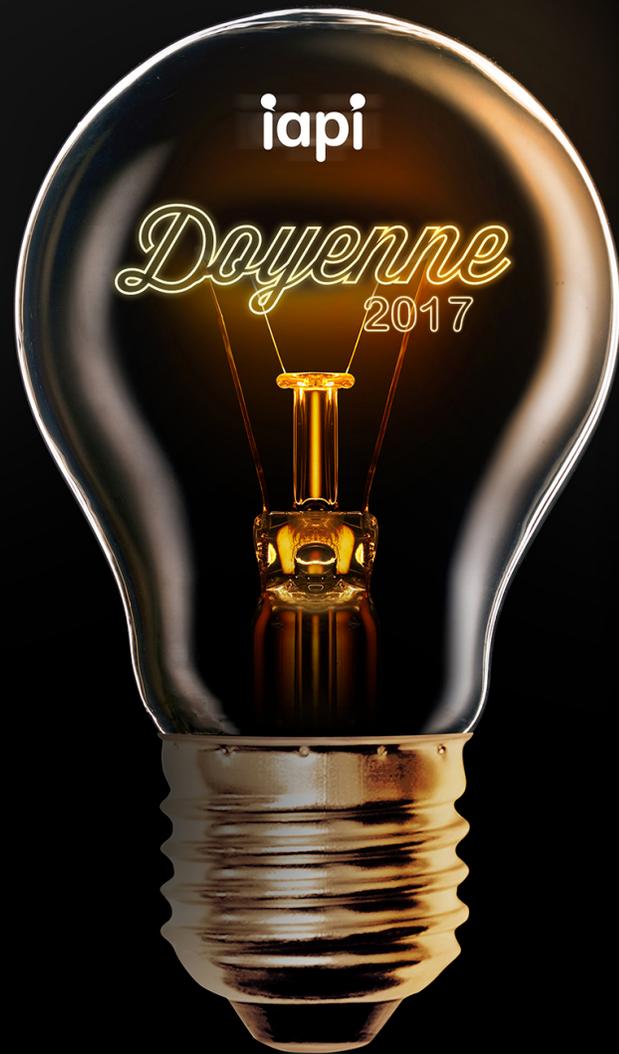




These activities included:

- > ADEXPO, an event to give an insight into the advertising industry for students and graduates. This included a panel discussion with young industry professionals.
- > Producing a booklet to be used as a go-to-guide for graduates when applying to agencies.
- > The annual industry Summer Party hosted in D-Light Studios.
- > Presentations to the third level education sector to increase awareness and consideration for our industry amongst students.





DOYENNE AWARD

The Doyenne and Rising Star Awards are designed to champion women working in the Irish advertising and marketing industry. The most recent Industry Census highlights a major gap between female and male representation at senior levels. Overall the gender breakdown in agencies is industry is 52% female vs 48% male. However, women only make up 20% at CEO/MD/Managing Partner level.

The fourth annual Doyenne Awards took place in the Morrison Hotel on 8 March 2017 coinciding with International Women's Day.

The keynote speaker at the event was Karen Blackett OBE, Chairwoman of MediaCom UK & MediaCom Ireland.

“ I was so impressed and truly heartened to see the quality of talent in the industry both at Doyenne and Rising Star levels. I found the Rising Stars in particular to be inspirational and a breath of fresh air. Indeed, if the calibre of what we witnessed and experienced yesterday is anything to go by we are in great hands!

The awards are a superb initiative which spotlight talented females and which will give some much needed momentum to move beyond that 18%. ”

- Doyenne Award Judge Loretta Dignam of LD Consulting

“ It was a great process to go through in terms of personal development and meeting some amazing people! ”

- Orlagh Bailey Vizeum Doyenne, Rising Star entrant.



DOYENNE AWARD WINNER

Charlotte Barker
Deputy MD,
Dynamo

Charlotte has been working in the creative agency world for over 17 years. Charlotte brings tremendous commercial acumen as well as an acute creative eye to a business currently in significant growth. She has clarity of vision and ambition for the business and is helping shape a 21st brand design agency that aligns great creativity, consumer insights with ambitious client commercial expectations. She's a strong visionary and leader, not only lighting the path but bringing others happily along with her.



RISING STAR AWARD WINNER

Katie Jones
Lead Strategic Planner,
TBWA\Dublin

Katie is the lead strategic planner for the HSE and Department of Justice accounts at TBWA\Dublin and is extremely passionate about developing bespoke primary research strategies, and has a particular interest in analysing behavioural trends of Millennials and Gen Z's. She also has a keen interest in driving social and cultural change and is involved in various organisations who are leading the conversation on gender diversity and equality in Ireland.



ADF
AWARDS
2018

Presented by

iapi

LAUNCH OF ADFX

In December, we will open up the entry process and announce the date for the next ADFX Awards which is 27 September 2018. The awards are widely recognised as the industry's most prestigious and celebrated awards, celebrating the best and most effective campaigns.

The ADFX Gala event will take place in The Concert Hall in the RDS. Supporting our members, Paul Arnold presented "How to Write a Winning Case Study" on 1 November and we will hold our first Energiser event with Fran Cassidy on 6 December. Three more Energiser events will take place in January, February and March next year.

TRAINING DAYS 2017

- Procurement Negotiation Training - with David Meikle
- Progressive Pricing Workshop - with Tim Williams
- Speak the Speech - with Andrea Ainsworth
- How to Get the Best out of your Creative Team - D&AD
- UX Training - with Gareth Dunlop
- CopyClear Training - Creative
- CopyClear Training - General
- Content Marketing Excellence - with Allister Frost
- Unconscious Bias Training - with Roxanne Hobbs
- Activating New Pricing Strategies - with Tim Williams
- Creative Presentation Workshop - D&AD
- Understanding your Clients Business - with Paul Burns
- Behavioural Economics - with Paul Arnold
- How to Write a Winning Case Study - with Paul Arnold

Top three agencies attending training:



TRAINING FEEDBACK

“ Today was nothing short of brilliant. Truly mind changing. I left feeling a combination of ashamed, angry, excited and hugely motivated to start asking for our true value. At €750, a great price given the value I’m confident it will bring to ICAN.”

- **Patrick McConville, Deputy MD, ICAN**

“ An excellent event. I thought Allister was highly engaging, friendly and open to discussion. It was great having a speaker of his experience come over, and you really felt like his experience had contributed to his understanding of how this - relatively new - discipline should best operate. All in all, I would recommend this session again, without hesitation, for those involved in content marketing or for those looking to take their social media marketing efforts to the next level.”

- **Rob Shine, Director of Performance Content, Core Media**

“ I would definitely recommend the Procurement Negotiation Training with David Meikle to anyone in either a senior or junior role as it offers valuable insight into negotiating and working with different types of clients - and how to get the most effective outcome.”

- **Sadhbh O'Toole, Account Executive, ebow**

“ *Paul Arnold was really great and had a tonne of examples to bring theories to life. Also, very focused on how we can actually apply these principles to our clients.*”

Ronan Jennings, Planner, Havas Dublin

EAC EXAM 2017

82 people from 24 member agencies sat the EAC Exam on 26 April 2017. The certificate is an opportunity for agency employees with a minimum of two years industry experience to obtain a foundation level qualification.

Ireland has one of the highest levels of participation in this exam across Europe. 10 people obtained a distinction with a score of 80% or more.



increase in numbers completing the EAC Exam from 2016 to 2017

Top five agencies putting students forward:



MEDIACOM

EPSILON®



ADVERTISING & DIGITAL
COMMUNICATIONS POSTGRAD

IAPI/DIT

The 2017 Postgraduate course with DIT will be the final cohort of students to go through with IAPI with all 28 students set to graduate in January 2018. The Postgraduate Diploma in Advertising and Digital Communications was developed in partnership between IAPI and DIT 10 years ago.

Over 200 students have graduated from the part time course in the last decade. IAPI would like to thank DIT, the lecturers and all the students who have been involved. On 23 November, all 30 students took part in Pitch Night. This is when students get the chance to show industry experts just what they are made of, as they address three very different briefs. IAPI will announce a new education programme in 2018.

A yellow poster with a black border and a skull and crossbones icon in the top right corner. The main headline reads 'IRELAND IS POISONED'. Below it, a sub-headline says 'HOWEVER, THE LATEST BATCH OF IAPI/DIT POSTGRADUATES HAVE THE CURE.' The body text discusses Ireland's social health issues and invites graduates to 'Pitch Night'. It includes an appointment slip with details for the event on 23rd November 2017 at DIT Aungier Street. The hashtag #DITHASTHECURE is prominently displayed at the bottom, along with the DIT and IAPI logos.

IRELAND IS POISONED

HOWEVER, THE LATEST BATCH OF IAPI/DIT POSTGRADUATES HAVE THE CURE.

Ireland's social health is in a state of dire disrepair as the social ills of racism, sexism and littering stand poised to bring the country to its knees.

Be amongst the first to witness the cure to Ireland's most pressing social ills.

We look forward to seeing you there.

Don't forget to register.

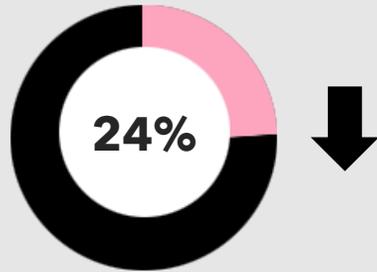
#DITHASTHECURE

Appointment Slip: PITCH NIGHT
With: **POSTGRADUATES**
Date: **23rd NOVEMBER 2017**
Time: **6:30PM**
Location: **DIT AUNGIER STREET, ROOM 3067/8**

DIT
iapi
Institute of Advertising Practitioners in Ireland

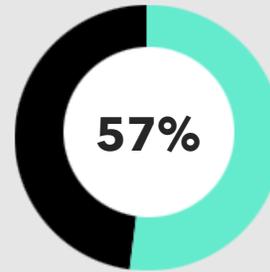
CopyClear

CopyClear moved to three half days a week.
Service is now Tuesday, Thursday and Fridays.



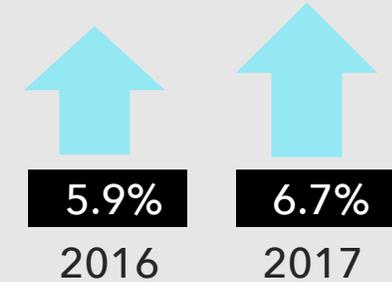
Submissions October 2016 - October 2017 down by 24% from 8,809 to 6,693 versus previous year

- > There was an anomaly in submissions in 2016 that account for this decrease - overall, submissions are up versus 2015 & 2014



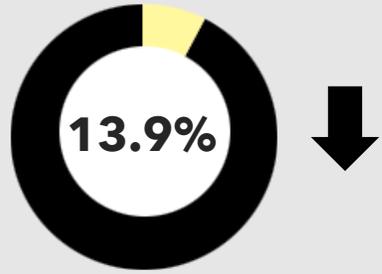
On-line submissions comprise over 57% of all material submitted

- > Owned on-line, such as Brand's own FB page, account for 22% of submissions with over 35% paid-for on-line activations.
- > This is in line with 2016 and a significant increase over 2015 where on-line activations comprised 31% of all submissions.



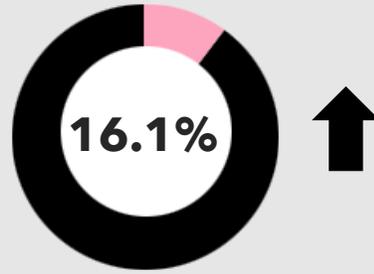
TV submissions are up slightly from 5.9% to 6.7%

- > This includes scripts, supporting material, Director's treatments etc. and so is not reflective of output.



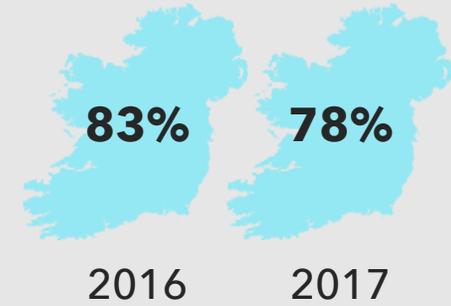
OOH submissions continue to decline, down to 13.9% of all material submitted

The impact of Live Streaming has not been as significant as initially thought. However, when Live Streaming is utilised it is very challenging from a code perspective as the environment is not controlled in the manner of planned activities and frequently is not compliant with the ASAI code.

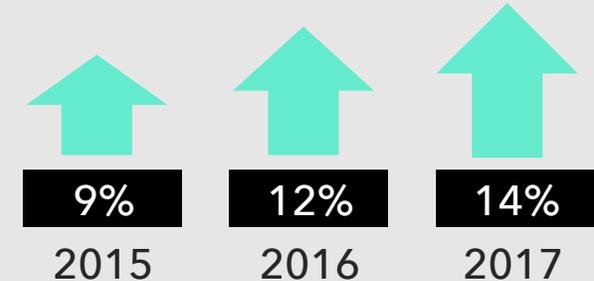


Non-approval rates have increased significantly from 8.4% in 2016 to 16.1% in (October 2016 - October 2017)

> This is primarily due to an amend in the ASAI code (March 2016) around responsibility messaging.



Material created in Ireland
In 2017, 78% of material is created in Ireland versus 83% in 2016



Submissions from Media Agencies continue to increase, comprising almost 14% of submissions in 2017 versus 12% in 2016 and 9% in 2015.

CANNES LIONS



IAPI is the official Cannes Lions festival representative in Ireland. IAPI have made a big investment in staff time and money to promote Cannes Lions in Ireland after a long period where there was no country representative.

What's great about our work for Cannes Lions is that it spans media and creative agencies who are our members, as well as clients and PR agencies who are not.



IRISH AT CANNES

Attendance from Ireland has increased by more than 300% since IAPI began promoting the Festival. Now the challenge is to move from attendance and participation to winning more!

There were 94 entries from Ireland in 2017, an increase on previous years, and we aim to continue this trend for 2018.

91 people attended from 35 different companies (agencies & clients).



YOUNG LIONS COMPETITION

2017 marked a historic year for the Irish Young Lions competition. For the first time in the festival's 64-year history, IAPI brought 14 Young Lions to Cannes to represent Ireland on the global stage.

The Young Lions competition is massively popular with young people in agencies and is seen as a real prize to win. It is rewarding and fun for us to support these young people and these strong links with young talent will help us into the future.

Our Young Lions competed in all seven categories; Film, Cyber, Media, Print, PR, Design and Young Marketers.

With Thanks to:

CORE MEDIA[®]



TEAMS

" I just wanted to say a massive thank you for everything you did for us in the lead up to and throughout the whole festival. It really was a once in a lifetime experience and none of it would have been possible without all of IAPI's hard work, so thank you again and fingers crossed for next year. "

Tamara Conyngham,
Target McConnells

Film

Conor Hamill & Laura Cahill, Rothco

Cyber

Patricia Prezotto and Tamara Conyngham, Target McConnells

Media

Sarah Dennehy & Greg Ashe, Starcom

Print

Raf Ferla and Laura Halpin, Havas Dublin

PR

Emma Williams and Jennifer Hyland, Edelman

Design

Emma Wilson and Kyle Schouw, RichardsDee

Young Marketers

Rachael Crawley & Paddy Carberry, Vodafone



IRELAND WIN FIRST GOLD YOUNG LION AT CANNES LIONS

Two young Irish creatives made one of the most celebrated designs at Cannes in just 24 hours.

Emma Wilson and Kyle Schouw, designers from RichardsDee took their place on the global stage as they were awarded a gold medal for Team Ireland in the Design category. This is the first time Ireland has ever taken home gold in the Young Lions Competition in its 23 year history.

This is the first year Ireland entered the Design category, with sponsorship from IAPI.

The design entry was a clear favourite with the judging panel who felt the new brand identity global appeal spoke to women of all ages. The winning design will now go into global production for UN Women.

“Congratulations to Team Ireland for their Gold winning proposal! At UN Women, we are thrilled to benefit from the fresh ideas of outstanding young talents like Emma and Kyle. Our thanks go to all 23 competing teams and to the Young Lions Competition for giving us the opportunity to present this year's design challenge.”
- **Nanette Braun, Chief Communications & Advocacy for UN Women**

“IAPI's commitment to the Cannes Young Lions competition has grown exponentially over the past three years. Our members and their clients must put creativity at the heart of their businesses. This starts with inspiring our young talent to be creatively brave irrespective of discipline or role. The Irish gold at this year's festival demonstrates the exceptional ability in our industry which can go head to head with the best and brightest from around the globe and win.”
- **Aidan Greene, IAPI President**





YOUNG LIONS FILM LAUNCH

Laura Cahill and Conor Hamill from Rothco won the Cannes Young Lions Film competition. As well as competing in Cannes they had the experience of seeing their script for the national competition, go from page to screen.

This is an initiative spearheaded by IAPI in partnership with Pull the Trigger, Wide Eye Media and RTE. This year our charity partner was Cystic Fibrosis Ireland and the campaign is #fighttobreathe

The film was launched on RTE and in the Irish Film Institute on 19 October.

Pull the Trigger shot the commercial free of charge.

> Wide Eye Media then picked up the baton. The film will air in 502 cinema screens across Ireland from now until Christmas.

> On 19 October, RTE screened the film and a behind-the-scenes making of short in a dedicated ad break on RTE 1 after the news at 9.30pm and RTE 2 at 5.30pm.

“I would just like to say a huge thank you from everyone for the outstanding effort that everyone put into the creation of the Cinema Advert that will hit the screens tomorrow. It is a wonderful testament to your work and all of the voluntary time that has gone into creation of this advert which will make a huge difference in terms of raising awareness of cystic fibrosis in Ireland.

Thank you all so much for your time, it has been wonderful working with you all on this campaign and it will be amazing to see the advert in cinemas around the country over the next 6 weeks.”

**- Fergal Smyth, Fundraising Manager,
Cystic Fibrosis Ireland**



Events & Training

IAPI WEBSITE RELAUNCH

Team Empowerment
Effective Collaboration

Greg will offer some practical observations and tips as to how agencies are applying agile-inspired methods to greatly i...

BOOK

TRAINING

Business Game

We're delighted to announce that Blair Enns, CEO of Win Without Pitching is coming to Dublin.

BOOK

EVENT

In 2017, we put a huge amount of work into redesigning and relaunching the IAPI website. We wanted to make all our various activities, events, training, awards and research easier to find from now on.

Our main objectives were to:

- Make the website work for our members
- Increase course and event bookings
- Optimise for tablet and mobile
- Make the site a powerful marketing tool

Since the launch in September, we have received some lovely feedback on the redesign and we hope you will enjoy using it into 2018. Next year we hope to be able to show an increase in traffic to and use of the website.



IAPI INDUSTRY CENSUS

IAPI organised a significant piece of industry research amongst member agencies with Amarach Research this summer. The Census, established five years ago by IAPI, measures the pulse of the industry across a range of topics including agency revenue and billings, staffing, services and age/gender profile, by surveying senior stakeholders from member agencies. This year's Census gives a fascinating overview of agency land. While optimism remains and staff numbers are predicted to rise, agency directors and owners are adopting a more cautious outlook as we approach 2018.

> There is no other survey of ad-land as robust as this - we had an 87% completion rate.

> 69% of creative agencies have 50 or fewer staff, in media agencies it's 33% with under 50 employees.

> Approximately 64% of the industry are aged between 21 and 35. And as this number grows, the amount of over 50s continues to decline.

CREATIVE COMMITTEE

Having organised a meeting with Creative Directors last year to see how IAPI could further the creative agenda, a demand was identified for high quality training courses for creatives. We identified 3 D&AD courses as fitting the bill and this year two well attended courses were run: "Presenting Creative Work" (14 attendees) and "How to Get the Best Out of Your Creative Team" (14 attendees). Feedback about both courses was extremely positive.

In September, we organised a follow up meeting with Creative Directors, specifically to discuss Cannes and the need for Irish agencies to win. It was agreed by all that any Irish agencies winning will benefit the Irish industry overall. Among the many good suggestions were that network agencies use their networks to glean useful pointers about entry strategies and that Irish agencies co-operate in reviewing potential entries in order to give them the best chance of success.



Stephen Quinn
Managing Director,
Atomic



Ray Sheerin
Managing Director,
Chemistry



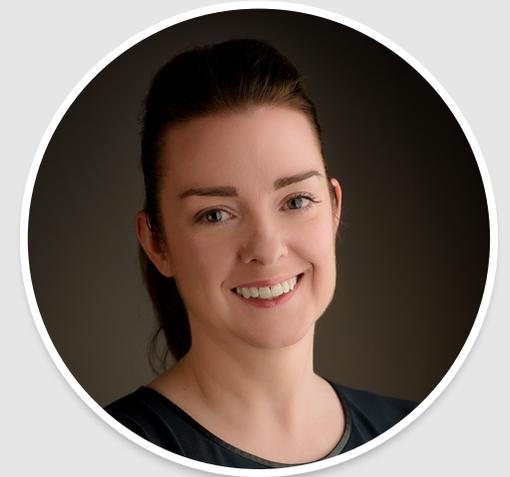
Mark Nutley
Creative Director,
BBDO Dublin

MEDIA COMMITTEE

At the beginning of 2017 the Media Committee had published its Principles for Digital Auditing, having undertaken consultation with the agencies and auditors in late 2016. The purpose of publishing these principles was to open better dialogue and working relationships between agency and auditor, with the key aim to foster better output for clients. Across 2017 we continued to gather feedback and recently asked for a 'one year on' point of view from the agencies. This remains an area of frustration and heavy resource in which we will need to continue our efforts as we move into 2018.

Part of IAPI's role is to maintain open dialogue with and accredit media auditors/pitch consultants. In 2017 we have met with Brophy Media Consulting, to understand the services being offered and set out main agenda items from the media agency landscape.

Finally, and most recently, we have compiled comprehensive feedback from media agencies in relation to new business pitching and presented findings to MDs at an industry event. We'll be coming to you all with our next steps on this very soon.



Emma O'Doherty
Chief Planning Officer,
Mindshare

PITCHING COMMITTEE

This year has seen an extensive effort on improving the pitching process. The pitching committee (Aidan Greene, Patrick Meade and Jimmy Murphy) along with Tania, commissioned a comprehensive review of attitudes and behavior towards pitching amongst both member agencies and clients. The project generated data to quantify, empirically, the likely success of various measures to improve the pitching process. The reality is that, although we can (and have) improved the pitching process markedly, it will always be a cost of doing business in our industry. That being said, we have an ambition to be the healthiest pitch market in the world by facilitating our members and empowering them to make the most effective decisions around pitching for their own businesses.

Genesis consulted with a panel of senior clients, and we are in the process of formally engaging with the AAI and pitch consultants along with a continuing dialogue with the membership.

The coming year will see revised pitch guidelines, continuing advocacy for improved pitch processes and a focus on commerciality in a broader sense. IAPI will continue to support its members to ensure that pitching gets better and, ultimately, we have more commercially successful and sustainable businesses.



Jimmy Murphy
Director,
Publicis



Patrick Meade
Managing Director,
Boys and Girls



Aidan Greene
Deputy CEO, Core Media

DIGITAL COMMITTEE

Following a round table with Digital leads from 20 member agencies we identified a number of focus areas for the year - the need for better Collaboration (within agencies and inter-agency), the growth in digitally led Content Marketing and how it fits into Comms plans and the need to develop the pool of digital specialisms and talent in the industry. Each area was addressed with specific training courses across the year with sessions on 'Team Empowerment and Effective Collaboration', 'Beyond Advertising - Creating Seamless Brand Journeys' and 'Content Marketing Excellence' all full to capacity.

The IAPI census highlights there is still a shortage of digital talent in our agencies, particularly in creative agencies. The Board will be working collectively to address this including increased focus on access a wider breadth and depth of talent via key colleges and courses. We are also working in partnership with the Media Committee on digital auditing to ensure that these operate as smoothly as possible and successfully demonstrate effectiveness and transparency.



Patrick McConville
Deputy MD, ICAN



Garret O'Beirne
Group Digital Managing
Director, Omnicom
Media Group

PRESS

The Sunday Business Post

12.03.17



Charl... The Sunday Business Post ...tor at branding

06.03.17

Plain sailing as strong growth expected at ICG

Irish Continental Group (ICG) is expected to report another strong year of growth when it releases full year results on Monday.

In the first 10 months of the year, group revenue was up 1.6 per cent, net volume by 2 per

5%

Percentage rise in net volume of ICG in 2017

cent and net revenue will target to 5 per cent.

It is thought that ICG's core business, health care, will double the freight capacity of the chartered fleet, while its services unit will see a 10 per cent increase in capacity by then and a full year.

Describing ICG as "one of the best managed transport companies in Europe", they have pre-

dicted EBITDA of about 600 million for 2016, up from 475 million in 2015. It has set a 2017 EBITDA target of 600 to 620 million, up on 2016, and a revenue target of 500 to 520 million, up on 2016.

"The outlook for Irish and other markets is very positive," they said. "We are confident in our ability to continue to drive operating efficiency, maintain capital allocation and an extremely strong cash and balance sheet position."

ICG is also expected to look toward 2018. "Our headline issue that we are following continues to be the impact of the Brexit vote on the and fuel markets, particularly in the fuel oil, of over 40 per cent," they said. "However, there is still significant value in the market and we expect to see a 10 per cent growth in our net revenue in 2017."



Karen Blackett is the head of the UK's largest media agency, MediaCom.

Blackett to address advertising awards

Karen Blackett, a colossus of British advertising, will address Wednesday's Institute of Advertising Practitioners in London.

people of African and African-Caribbean heritage in Britain.

have demonstrated their leadership capacity, and one with the self-explanatory Rising Star Award for women aged 30 and under who "go the extra mile to get the best".

"I've been fortunate to have worked with some of the best talent in the industry, UK data showed women made up just 27.1 per cent of senior executive roles in media and advertising agencies in Ireland."

THE Herald

Awards shine spotlight on female talent in the advertising industry

THE annual call to salute advertising's most talented young women has gone out. The Institute of Advertising Practitioners (IAP) is seeking entries for the Deirdre and David Awards, which will be presented next month. The awards, which coincide with International Women's Day, are aimed at young women aged 30 and under, who will be asked to write a 500-word piece explaining how they have shown leadership in their work and grown the craft of their industry. Last year's Deirdre winner was Graeme O'Shea, 30, of Dublin. David's winner was Graeme O'Shea, 30, of Dublin.

Agencies on track to embrace winter yogurt promo on Luas



Media & Marketing

Advertising agencies strike more upbeat note on turnover increasing

An optimistic and 'startingly young' industry, IAPI census finds



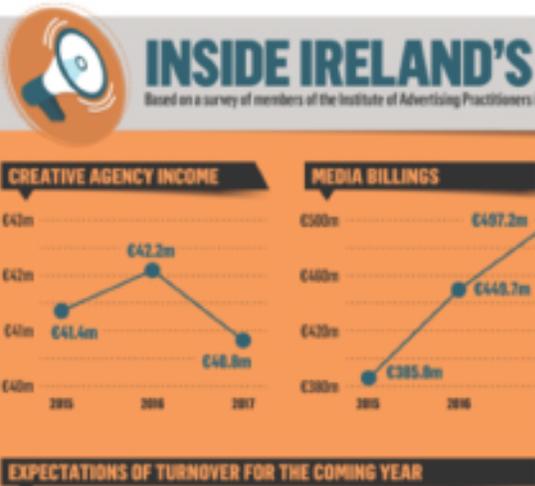
Advertising agencies expect turnover in the market as a whole to roughly increase, down from 76 per cent in 2016, the study IAPI by Anirach Research has found.



Young advertising industry LIONS SET TO ROAR

British contingent of over 40 media and marketing professionals is representing Ireland at the annual Lions International Festival of Creativity, which is taking place in London.

Irish Independent





ADVOCACY

- > IAPI continues to represent member agencies around regulatory issues.
- > IAPI have representatives on Joint Industry Committees such as the Advertising Standards Authority, JNLR, JNRS, ABC.
- > In 2018 IAPI lobbied on the Public Health Alcohol Bill and has been part of the new code around advertising High Fat Sugar and Salt (HFSS) products launching in Dec 2017.
- > IAPI plays an active role in the European Association of Communication Agencies (EACA) and provides members with updates in EU regulations affecting agencies.

2018

IAPI PRIORITIES FOR 2018

**Education
and Talent**

**Commercial
Reality**

Diversity



Jimmy Murphy
IAPI President 2018



IAPI EXECUTIVE



Tania Banotti
tania@iapi.com



Jay Taberner
jay@iapi.com



Katherine Ryan
katherine@iapi.com



Joyce O'Keefe
joyce@iapi.com

iapi

w - iapi.ie
e - info@iapi.com
t - @IAPI_Updates
f - IAPI
P - +353 1 676 5991