



Unlocking Your Membership
Benefits

**World Federation
of Advertisers**



Your WFA Membership Team

WFA



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**On a scale of 1-5,
how familiar are
you with WFA?**





About us



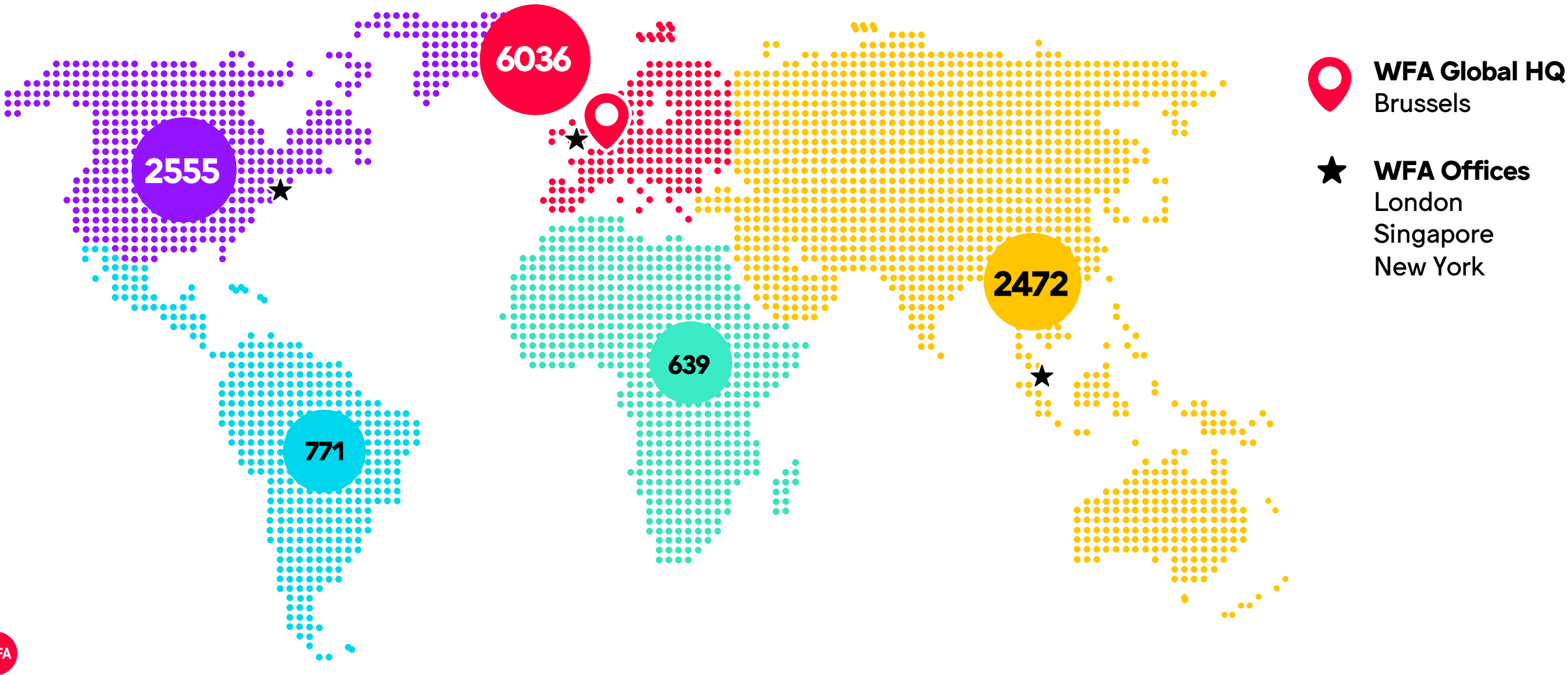
WFA is the only global network of marketers

We are **100%** marketer led.
There are no platforms, agencies or media owners driving our agenda.



We represent 12k+ marketer members worldwide

WFA operates an ‘always-on’ peer-to-peer network. We run over 100 meetings a year all around the world while members can access our services and connect with their peers remotely at any time.



Our purpose...



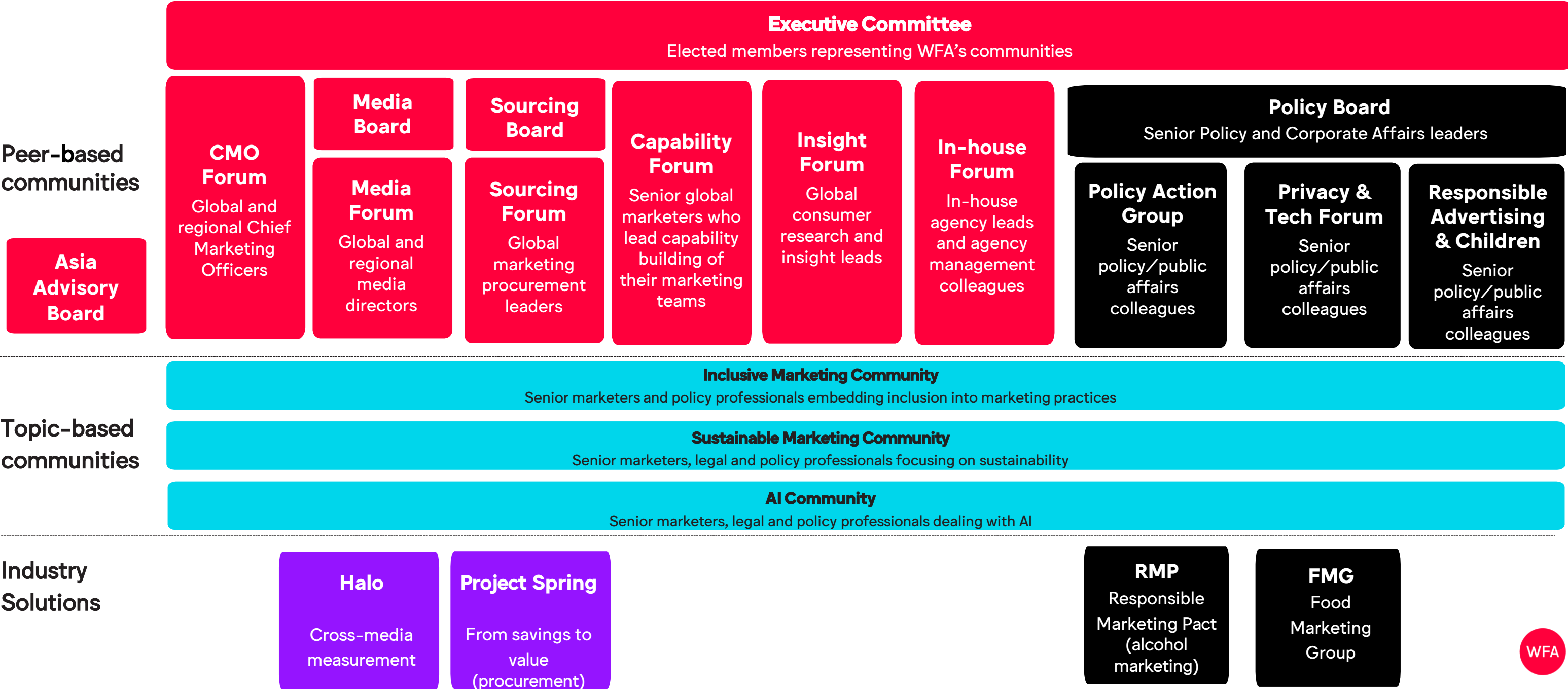
Priority areas by function

- 1. Marketing effectiveness
- 2. Capabilities & talent
- 3. Creativity & brand building
- 4. AI transformation

CMO	Media	Sourcing	Capabilities	In-house	Insights
Effectiveness (growth)	Measurement & accountability	Maturity & transformation	Marketing skills for the future	Adoption of gen AI	Maturity & transformation
Brand building	Retail media	Category management excellence	Upskilling on gen AI & data/analytics	Content creation	AI & insights (new methodologies)
AI & Marketing	Leveraging AI for media	End-to-end commercial relationships	Measuring the impact of our investment	Measuring performance and success	Stakeholder management
Capabilities and talent	People & partners	Responsible sourcing	Briefing & ‘being a better client’	Ways of working	Marketing effectiveness measurement
Responsibility (including sustainability)	Sustainability & media	Emerging trends and tools	Developing a culture of learning	Capabilities & talent	Storytelling & insights dissemination

WFA’s global communities

Our working groups bring together experts from across our membership to exchange best practice. We connect brands but also functions within brands.



Events & connections





Global Marketer Week, March 2025

Next up: Stockholm, April 21-24, 2026



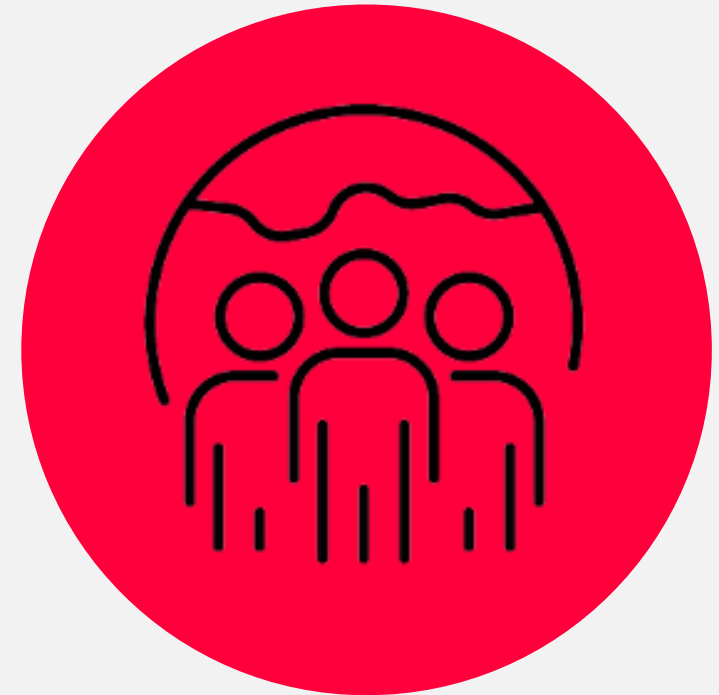
WFA way



Secure



Safe



Sincere

The Chatham House Rule: participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s) may be revealed.





Transformation for growth: Amsterdam, 23rd September

WFA Forum Connect combines the inspiration of a brand owner conference with our world-class knowledge exchange made possible by bringing together members of WFA’s global communities for CMOs, Media, Insights and Sourcing.

Following the success of events in Singapore, New York and Amsterdam, Forum Connect returns to Amsterdam in September 2025.

In a unique one-day format, our member-only forums will look to identify how different functions can seek to address some of the biggest industry challenges, and grasp the opportunities, when it comes to transforming for growth.

When: Tuesday, September 23rd 9am – 4pm CET (optional networking to follow)
Where: Felix Meritis, Keizersgracht 324, 1016 EZ Amsterdam, NL
Questions/register: events@wfanet.org



Felix Meritis



Main plenary



CMO Forum



Media Forum



Insights Forum



Sourcing Forum

Photos from Forum Connect
Amsterdam September 2024



AI Community Meeting

WFA’s AI Community is a cross-functional group bringing together senior marketing, policy and legal professionals and aims to provide brands with the knowledge and insights needed to leverage AI in an effective and responsible way.

This meeting will provide brands with an exclusive opportunity to exchange with peers, identify common use cases and identify practical insights for governance best practice.

Meeting details

When: Tuesday 9 September, 11.00–17.00 CET. *Followed by networking cocktail.*

Where: AXA Head Office, 21-25 Avenue Matignon, 75008 Paris

What: The meeting is held under the Chatham House Rule and will not be recorded. This is an invitation-only event with no agencies, consultants nor platforms, just senior client-side brands.

Brands within WFA membership:



WFA AI Community

9 September, AXA Offices, Paris

Agenda

NETWORKING COFFEE	10.30
WELCOME AND INTRODUCTIONS	11.00
A welcome from WFA and AXA and roundtable introductions.	
INSIDE AXA: ADOPTING AI	11.05
AXA will provide an insider’s look at how their marketing teams are adopting and scaling AI, the opportunities they’ve identified and how they’re managing application roadblocks.	
DEVELOPING AN AI MARKETING STRATEGY	11.55
What should brands’ longer-term AI strategies look like? How does this impact organisational structures? What will it mean for capabilities and skills? What processes need to be revisited? Kraft Heinz and brand (TBC) will share perspectives on how they’re developing their strategies for the future.	
LUNCH	12.45
CAN AI CRACK CREATIVE EFFECTIVENESS?	14.00
During this session, IPSOS will provide insights into research exploring consumer perceptions of AI and Gen AI in marketing, and the benefits and limitations of using AI in ad development.	
COFFEE BREAK	14.45
STAYING RELEVANT IN AI SEARCH: A BOARD-LEVEL ISSUE	15.10
L’Oréal will surface practical insights into how they are adapting their strategies to remain visible, relevant and competitive in the age of AI-powered search. Followed by discussion.	
WORKSHOP: BUILDING AN AI GOVERNANCE CHECKLIST	16.10
What policies need to be put in place to govern AI? How do you manage partner use? How do you vet AI tools? Nestlé will share insights into their approach to governance, how they are selecting use cases and how they are working with partners. The group will then leverage the collective experience of peers to build an AI governance checklist.	
NETWORKING COCKTAIL	17.00
Venue TBC	

KING & SPALDING The purpose of the WFA is to represent the interests of advertisers and to act as a forum for legitimate contacts between members of the advertising industry. It is obviously the policy of the WFA that it will not be used by any company to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The WFA carries out regular checks to make sure that this policy is being strictly adhered to. As a condition of membership, members of the WFA acknowledge that their membership of the WFA is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use the WFA, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.



24/7 Resources

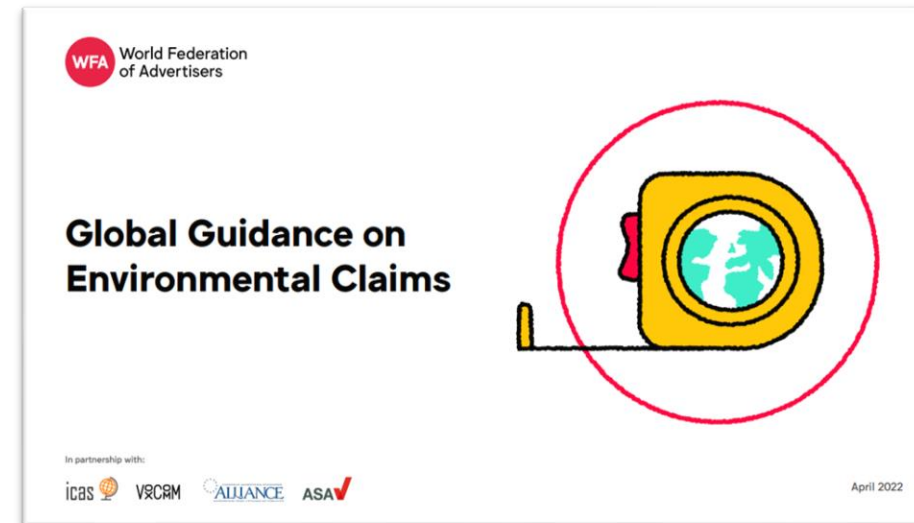


Always-on support

Industry trends & practices

How your peers are thinking about priorities.

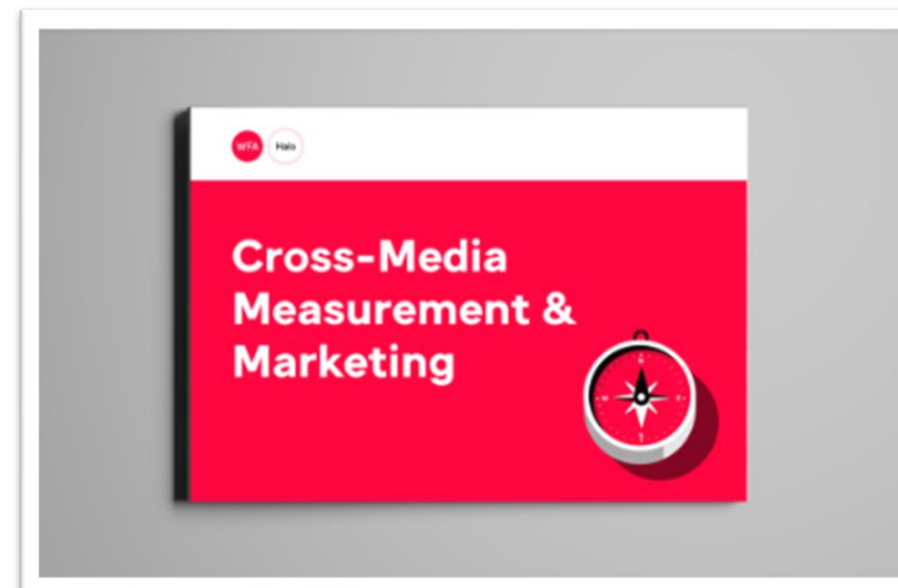
Detailed advisory on critical issues providing industry perspectives and senior peer recommendations on management and application.



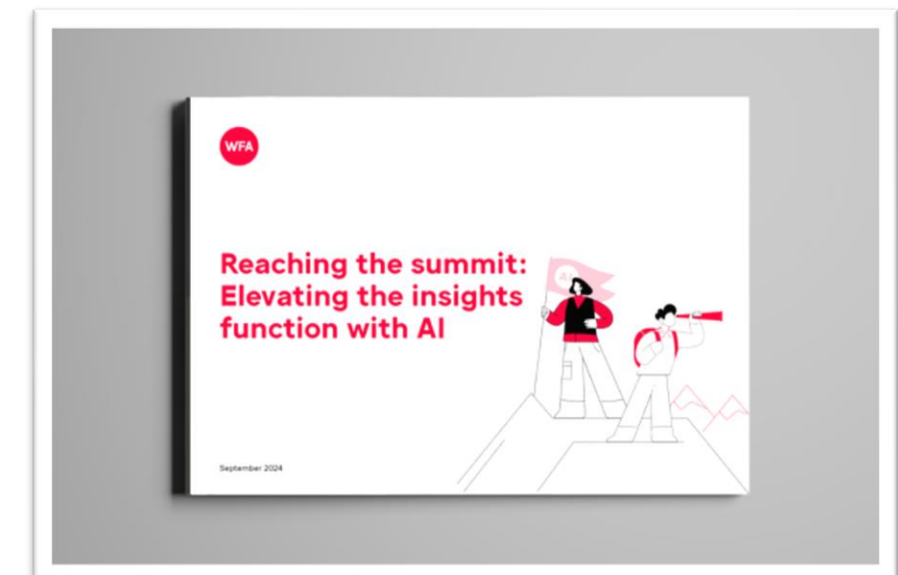
[Six principles to keep in mind](#)



[Data ethics playbook](#)



[Cross Media Measurement: Halo](#)



[Elevating the insights function with AI](#)

Always-on support

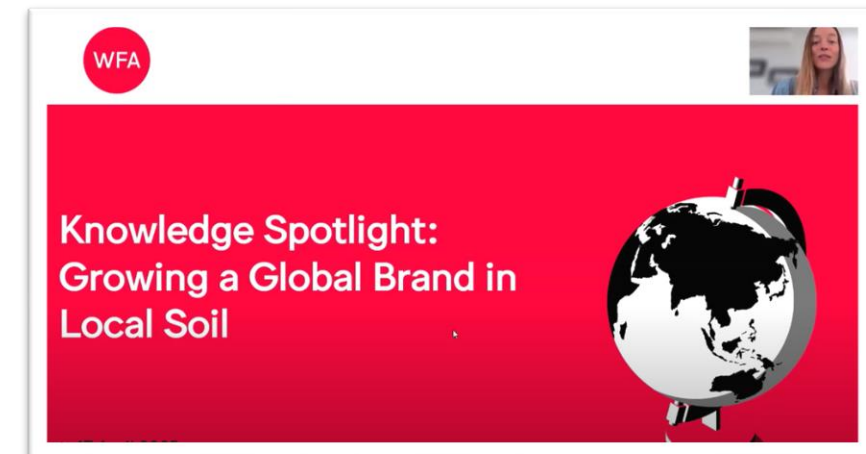
Spotlights & webinars

The chance to upskill or reskill with industry leaders.

Hour-long, concise downloads of current research and industry insights by WFA leaders and external experts for international participants.



Influencer marketing, where psychology meets digital marketing



Growing a global brand in local soil



Creative briefing: using AI to stoke EI



2024 Media trends in Asia Pacific

Always-on support

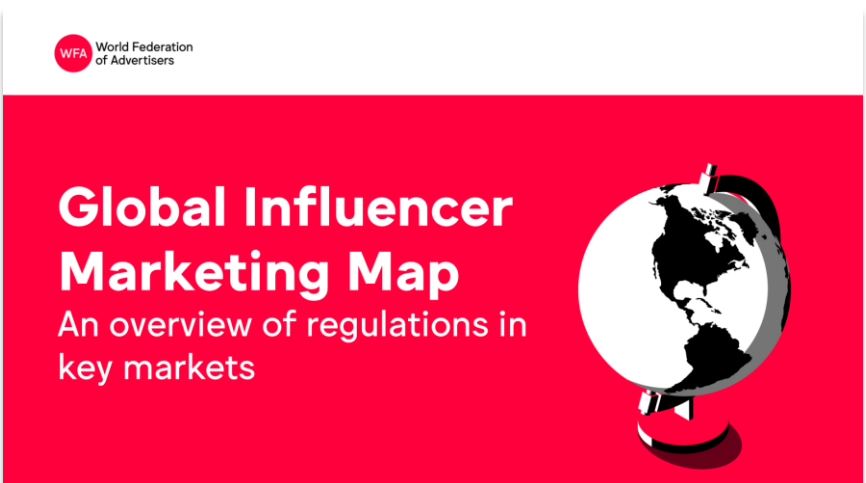
Benchmarking & member-only tools.

24/7 access to aid decision making.

These tools have been designed to help you benchmark your performance and cut down on trial and error, saving you time and money.



Media Outlook 2025



Global Influencer Marketing Map



Advertising green claims



Generative AI Upskilling

Request custom support

When you have a specific question for your peers:

1. You submit your tricky question to WFA (see right).
2. We anonymously share it with a select group your non-competitors.
3. Competition lawyers consolidate and check responses.
4. We share feedback with the requesting member and all those who took part.
5. We put you in touch 1:1 with anyone whose responses really stand out

WFA Members have asked each other...

- ? How do my agency rates compare to what other brands are getting from their agencies?
- ? Which Marketing Mix Modelling (MMM) partners in EMEA do other brands prefer?
- ? What size and global vs local distribution is right for my media and digital team?
- ? What percentage of company revenue and marketing budgets should be allocated to the insight function?
- ? How should I manage my agencies using Gen AI?
- ? How do I get contracts right with my media agencies?



In summary...

The components of WFA membership

Working groups

Peer-to-peer engagement with senior global and regional client-side marketers.

First-to-know updates on key issues with opportunities to shape industry guidance.

Spotlights

Over 50 webinars and remote forums annually.

Hour-long, concise downloads of current research and industry insights by WFA leaders and external experts for international participants.

Research and guides

Research with WFA members or external subject matter experts.

Detailed advisory on critical issues providing industry perspectives and senior peer recommendations on management and application.

Online asset library

Year-round access to the [WFA Global Knowledge Base](#), an extensive online content library.

Unlimited access for member organisations with no user limits per member.

In-person meetings

Over 50 exclusive, closed-door meetings annually in key cities.

Half-to-full-day, marketer-only round-table discussions and case-study presentations by WFA marketers for WFA marketers.

Benchmarking

Ad-hoc surveys among non-competing peers worldwide.

Requests on any marketing topic are anonymised and discreetly sent to members from non-competing companies for input and feedback.

One-to-one connections

In-depth, one-to-one sharing of experiences with non-compete WFA members.


Connect individually with selected peers who have faced similar challenges and can confidentially share their learnings with you.

Everything in between

In-person orientation on the full suite of WFA tools.

Complimentary job board, passes for exclusive industry events, unique discounts on 3rd party training, guidance on how to navigate Cannes Lions, deep rooted connections with local markets via our network of national associations.

1. Create your WFA account with your work email

 > Welcome to WFA

Welcome to WFA

Login to your account

E-mail address

Password

☐ Show password

[Forgot your password?](#)

[Log in](#)

Don't have an account yet?

Register on our website to access exclusive content, register for events or stay up to date with WFA.

[Create account](#)

2. Sign up for an event

<https://wfanet.org/connections/events/overview>

2025

JULY

8

Insight Forum
Remote

AUGUST

21

Sourcing Forum
Remote

SEPTEMBER

9

AI Community
Paris

10

Sustainable Marketing
Remote

18

Inclusive Marketing
Amsterdam

23

Forum Connect
Amsterdam

24

Marketing Capability
Amsterdam

OCTOBER

15

Sourcing Forum
Remote

29

Marketing Capability
Remote

30

Privacy & Tech
Remote

NOVEMBER

12

Inclusive Marketing
Remote

20

Forum Connect
New York

DECEMBER

3

Sustainable Marketing
Remote

4

Sourcing Forum
Remote

2026

JANUARY

22

Sustainable Marketing
Hamburg

FEBRUARY

3

Forum Connect
Mumbai

APRIL

21-24

Global Marketer Week
Stockholm

More to be announced soon...

To register: wfanet.org/events
For more information contact: events@wfanet.org

3. Download a resource!



In this report, you will learn about

5 things that leaders do better

Statistical differences between the **leaders** and **laggards** show us five things that leaders do better. This resulted in the development of our Flywheel Framework.

[Non-WFA members can download here](#)

Thank you!

Q&A

**or email your questions / feedback
to membership@wfanet.org**



World Federation of Advertisers

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