

Dublin, October 21st Friday
9:30am–3:30pm local time ([other time zones](#))

National Concert Hall ([directions](#))
Earlsfort Terrace, Saint Kevin's
Dublin, D02 N527

July 2022 NAC meeting [overview here](#)

(Remote attendance will be available,
email NAC@wfanet.org for the Zoom link)

Agenda

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- 1. INTRODUCTION (15')** 9:30am
- Welcome and meeting priorities from NAC Chair, Ron Lund (*ACA, Canada*)
 - Competition law compliance policy
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- 2. ON WORKING WITH PLATFORMS (120')** 9:45am
- **How are we working with platforms?** Roundtable discussion on how national associations are currently working with platforms and exploring global-local collaboration. (30')
 - **Platforms as members.** Roundtable discussion on having tech platforms in membership and dealing with potential conflicts of interest. (30')
- Coffee break and group photo (15') 10:45am
- **How aligned are our interests with platforms?** WFA will give a snapshot of where advertisers and platforms are broadly aligned, somewhat/sometimes aligned and potentially misaligned. This will tee up a breakout session where smaller groups will brainstorm opportunities, threats and potential ways forward when engaging with platforms on different industry issues with diverging levels of alignment and how national associations might collaborate with platforms in the future. (60')
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- 3. ON WORKING WITH PARTNERS (60')** 12:00pm
- **New resources:** WFA will briefly share about recent global reports that touches on the client-agency relationship, including around [media talent](#), [agency roster transformation](#) and [clients & creativity](#). (10')
 - **The UK's Pitch Positive Pledge:** Phil Smith (*ISBA, UK*) to present on [ISBA and the IPA's joint initiative](#) to improve the pitching process and drive better outcomes across the industry for the benefit of people, planet and profit. (15')
 - **Marketing service providers as expertise partners:** Luc Suykens (*UBA, Belgium*) will share on how UBA is leveraging its [network of industry partners](#) to provide relevant expertise to the Belgian ad industry. (15')
- with Q&A and roundtable discussion (20')
- Lunch break 1:00pm
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- 4. ON CHAMPIONING DIVERSITY & INCLUSION (60')** 2:00pm
- **DEI resources:** WFA will briefly showcase resources and tools that national associations can utilise for their members and market and share plans for Wave II of the [Global DEI Census](#) planned for early 2023. (10')
 - **Moving the industry forward through gender equality:** Yeşim Koçyiğit, Dilhan Kolko-Yildiz (*RVD, Türkiye*) and National Consultant for Unstereotype Alliance Türkiye, Dr. Gül Şener (*Bahçeşehir University*), will share on the ongoing work of RVD's Board on Gender Equality in Advertising and provide insights on the power of regularly monitoring and evaluating progress
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through research, raising awareness through training and inspiring more progressive content through award shows. (15')

- **Championing supplier diversity in the industry:** Bill Duggan (ANA, US) to present on the [ANA's initiative](#) to help marketers partner with diverse suppliers and strengthen their DEI strategy. (15')

with Q&A and roundtable discussion (20')

4. NEXT MEETINGS & AOB (30')

3:00pm

- Updates on [Planet Pledge](#) and COP27
- Next NAC meetings and other events
- AOB

Note: WFA documents, such as benchmarks, survey results, agendas, and minutes, are reviewed by King & Spalding LLP, our competition lawyers.

WFA competition compliance policy

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. The WFA takes compliance with all pertinent EU and national competition rules very seriously. It will thus not allow it is used by its members 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 compliance with this competition law policy and they agree to comply fully with it. 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.