



CONFIDENTIAL: For WFA NAC members only

National Associations Council

Remote (Zoom)

Thursday, 10 February 2022, 1:00-2:30pm CET

Meeting participants ([participants list](#)): NAC Chair: Ron Lund (ACA, Canada); Maria Ofelia Elias (AAG, Guatemala); Barry Dooley (AAI, Ireland); Julie Flynn (AANA, Australia); Sandra Martinelli (ABA, Brazil); Daniela Zacharias (ABA, Brazil); Charlotte Fernandes (ABG, UAE); Priya Mathur (ABG, UAE); Judy Davey (ACA, Canada); Patrick Hotte (ACA, Canada); Iván López de Carrizosa (AEA, Spain); Jan Morten Drange (ANFO, Norway); Lindsay Mouat (ANZA, New Zealand); Manuela Botelho (APAN, Portugal); Eka Sugiarto (APPINA, Indonesia); Henriette van Swinderen (bvA, the Netherlands); Ruben de Groot (bvA, the Netherlands); Philip Perez (CAA, Argentina); May Zhang (CANA, China); Lukáš Horák (CSZV, Czech Republic); Christiana Paschalides (Cyprus Advertisers Association); Nerina Komioti (HAA, Greece); Sushil Matey (ISA, India); Hideto Takada (JAA, Japan); Kadri Taib (MAA, Malaysia); Maarit Aarrekangas (Marketing Finland); Brian Yuyi (MASA, South Africa); Susanne Kunz (OWM, Germany); Ahmet Pura (RVD, Turkey); Dilhan Kolko Yildiz (RVD, Turkey); Yesim Kocyigit (RVD, Turkey); Mojca Briščik (SOZ, Slovenia); Hanna Riberdahl (Sveriges Annonssörer, Sweden); Roland Ehrler (SWA-ASA, Switzerland); Anniken Haldna (TULL, Estonia); Luc Suykens (UBA, Belgium); Mia Venken (UBA, Belgium); Natalia Abella (Union des marques, France); Laura Baeyens (WFA); Jon Baldwin Quintanilla (WFA); Robert Dreblow (WFA); Will Gilroy (WFA); Delaney Goodwin (WFA); Stephan Loerke (WFA); Esther Raado (WFA); Edward Shrimpton (WFA)

All members were made aware of the WFA’s competition law compliance policy (see appendix).

PRESENTATIONS AND LEAVE-BEHINDS

[Click here](#) for a folder containing copies of all presentations from the meeting.

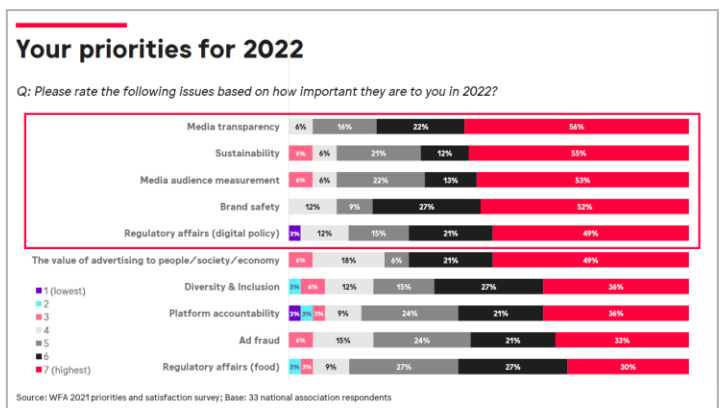
OVERVIEW

• **Priorities and planning for 2022**

Laura Baeyens (WFA) presented the results of a recent NAC survey that looked at national associations’ planning and outlook for 2022, including on their day-to-day operations, membership and events. Some key findings:

- **More than half (53%) of respondents reported an increase in revenues in 2021 compared to 2020**, with several associations citing their decision to increase membership fees as the main reason.
- **45% of respondents saw an increase in members in 2021, while 18% reported a slight decrease.** A few associations indicated that their decision to diversify their membership base has been driving recruitment.
- **One (1) in three (3) associations count marketing service providers (MSPs) as members**, including market research/measurement companies (36%), ad tech/martech suppliers (33%), agencies (30%) and online platforms (30%).
- While 61% of respondents envisage the same membership structure in 2022, **several associations plan to diversify their membership.**
- National associations plan to dedicate more resources to **industry initiatives and engagement (61%), working groups/committees (55%) and webinars/virtual events (55%)** this year.
- **43% of respondents are looking to organise mostly virtual events in 2022**, while 39% plan to go mostly hybrid and 18% plan to go mostly in-person for their events.
- **Staff headcount remained stable for 79% of respondents in 2021.** While most associations currently work mostly from home, 37% of respondents indicated that their teams work mostly from the office.
- **Seven (7) in 10 associations said they will likely revisit their P&L this year.** On membership, 39% of respondents will likely review their membership fees and 39% predict a significant increase in members.

You will find the [full findings here](#) and a copy of the [presentation here](#), including an overview of the top 2022 priorities of global marketers and national associations (pp.11-12). WFA’s 2021 member priorities survey found that **media transparency, sustainability, media measurement, brand safety and digital policy** are among the top priority issues for national associations this year.



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There were questions on how national associations have diversified their membership, including on how conflicts of interest are avoided when welcoming non-advertisers such as agencies and online platforms as members. Several associations in the recent NAC survey and in a [2019 NAC benchmark on member types](#) indicated that non-advertiser members have no voting rights/are not part of their board, are only involved in specific initiatives or working groups/committees, and/or have a different or limited set of member benefits compared to advertiser members, among others.

Next steps: WFA will run a NAC benchmark on national associations' member types, with a focus on online platforms in membership, in March 2022. For more information, please contact Laura (l.baeyens@wfanet.org).

Luc Suykens (*UBA, Belgium*) shared on how UBA is reinventing their long-running training programme, the UBA Academy. The association organises annually 70 in-person and online [Master Classes](#) on current and advanced industry topics, and the Communication Management College for new marketing talent. UBA recently launched [Training 24/7](#) featuring 40 online video courses taught by marketing experts, available anytime on their website. They also launched [Digital Bootcamp](#) focused on enhancing digital communications skills. UBA Academy services are free for UBA advertiser members, and discounted at 50% for their [expertise and media partners](#) in membership. They are holding their annual flagship conference, [UBA Trends Day](#), on March 17 virtually. Luc also shared on how they have leveraged WFA initiatives and content locally. Last year UBA collaborated with local agency associations in driving responses in Belgium for the Global DEI Census, as well as adapting WFA's [2021 Guide to Diversity & Representation in the Creative Process](#) for local use and awareness. **You will find a copy of the [presentation here](#).** For more information, please get in touch with Luc (luc@ubabelgium.be).

Priya Mathur (*ABG, UAE*) outlined ABG's 2022 plans to drive change in the GCC's ad industry. Their five key focus areas this year include: cross-media measurement (ABG's [Measurement Project](#)); DEI and gender unsterotyping (ABG is involved in the UAE Chapter of the [Unstereotype Alliance](#) and participated in the Global DEI Census); digital media self-regulation (focus on ad fraud, user experience and user privacy); e-commerce; and sustainability (COP28 will be hosted in the UAE in 2023; ABG is a [Planet Pledge](#) national association partner). They plan to drive these focus areas through university and industry capability building, local market research and ABG's Dispute Resolution Committee. Priya also shared on the association's recent knowledge and capability building initiatives, including the [LEAD](#) initiative ('Learn, Engage, Activate and Drive'), their [partnership with IPA](#) in the UK to provide ABG members with discounted access to IPA qualifications, and their [partnership with IAB](#) to launch the Trustworthy Accountability Group (TAG) in GCC. **You will find a copy of the [presentation here](#).** For more information, please contact Charlotte (charlotte@abg-me.com).

• Updates on research projects with national associations

Clients and Creativity research

Rob Dreblow (*WFA*) gave an update on the upcoming global study in collaboration with national associations to help address, and reverse, the decline in creativity in the industry. The survey will look at how client-side marketers are navigating the challenges and opportunities in driving creativity. There is no cost implication for associations who decide to participate, and they will be provided with the branded global results of the study as well as the raw data and a bespoke country report (provided the threshold of respondents is met). Translated versions of the questionnaire are available for certain markets. You will find a copy of the [presentation here](#) and a [one-pager here](#) with more information.

Next steps: The Clients & Creativity research is going live the week of February 28th 2022, with 35 confirmed participating associations. For more information, get in touch with Rob (r.dreblow@wfanet.org) and Ioana (i.danila@wfanet.org).

The Global DEI Census

Following the launch of the [Global DEI Census report](#) in December 2021 in partnership with national associations in 27 markets, Will Gilroy (*WFA*) invited attendees to participate in the next edition of the Global DEI Census planned for spring 2023. You will find a copy of the [presentation here](#) and [top 10 findings from the report here](#).

Next steps: For interested associations for the second edition of the Global DEI Census, please confirm your participation by March 2022 and contact Will (w.gilroy@wfanet.org) and Camelia (c.cristache@wfanet.org).

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WFA created a publicly available and regularly updated [Diversity & Inclusion Hub](#) in 2020, which features DEI resources from around the world including recent guides, research, case studies and opinion pieces. There was a question on which national associations have DEI action plans in place/underway and what they look like.

Next steps: WFA will run a NAC benchmark on national associations’ DEI strategies and initiatives in the coming months. For more information, please contact Laura (l.baeyens@wfanet.org).

- **AOB**

WFA asked attendees whether Save The Children have been in contact with their association in relation to the impact of online advertising to children. The NGO recently reached out to JAA Japan asking for their position/views on this as Save The Children Japan is looking to revise their [2016 Guidelines for Advertising and Marketing that Affect Children](#). For more information or to share your experience on this matter, please get in touch with Rebecka (r.allen@wfanet.org).

WFA invited national associations to attend **Global Marketer Week 2022 in Athens on April 5-8**, co-hosted by the Hellenic Advertisers Association (SDE). Team members and board representatives of national associations have complimentary access to the main conference, meetings, dinners and other events during the week. To register and for more information, visit wfanet.org/Athens or download the [one-pager here](#). If your organisation plans to send a delegation, please contact events@wfanet.org.

WFA Global Marketer Week Athens '22				5-8 April
	Tue 5 th April	Wed 6 th	Thu 7 th	Fri 8 th
AM	Executive Committee (ExCo members only)	CMO Forum Media Forum Sourcing Forum Policy Forum	Global Marketer Conference (open to all)	National Associations Council (NAC members only)
PM	Annual General Meeting	Better Marketing		
Evening	Welcome Party	VIP Member Dinners	Gala Dinner	

OTHER ITEMS & ACTIONS

RESEARCH AND BENCHMARKING

In addition to meetings, WFA provides various services including research and benchmarking. Please contact Laura (l.baeyens@wfanet.org) if you have a benchmarking request or would like to know about upcoming WFA research.

UPCOMING EVENTS, MEETINGS & WEBINARS

- **March 2022:** Webinars open to national associations and their members | [OVERVIEW](#)
- **5-8 April 2022:** Global Marketer Week in Athens | [REGISTER](#)
- **8 April 2022:** NAC meeting in Athens, 10am-2pm EET (other time zones) | [REGISTER](#)
- **7 July 2022:** NAC meeting (remote), 1:00-2:30pm CEST (other time zones) | [REGISTER](#)
- **21 October 2022:** NAC meeting in Dublin (hosted by AAI; dinner the evening of October 20) | [REGISTER](#)

Note: All benchmarks, survey results, agendas and minutes are reviewed by Hogan Lovells International LLP, our competition lawyers

WFA Competition law compliance policy



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 directive 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.