



iapi

2021
YEAR IN
REVIEW



IAPI'S VISION

To position and promote our industry as a recognised and respected engine of responsible growth for our members, our people, our clients and our planet.

We will:

- Foster a culture of excellence in strategic leadership, creativity, innovation, and equality within our members. Supported by our first-class training and education programmes.
- Position Ireland as a global centre of excellence for commercial creativity and media planning, thus attracting world class talent and clients.
- Encourage, inform and support our members in adopting responsible production and consumption practices.
- Promote diversity and inclusion as a strategic and economic imperative.
- Advocate for the interests of our members at Corporate Board, Government, and international levels.
- Constantly work to empower our members to grow the value of their businesses.



PRESIDENT'S WELCOME NOTE

SHENDA LOUGHNANE

GLOBAL MANAGING DIRECTOR OF IPROSPECT

"The past two years as IAPI president have been, as you might imagine, truly unforgettable. From a fast pivot to remote working and the worries around revenue in 2020 to sharp growth in 2021 and new challenges around attracting and retaining the best talent, it's been an interesting couple of years. Throughout, the creativity, resilience and sheer connectedness of the advertising industry has never ceased to amaze me. We've adapted and changed quickly and in that process, learned a lot about ourselves and how to run better businesses."

From an IAPI perspective, 2021 was another stellar year. We now have the largest membership in the history of the organisation and continue to support the industry with a wide range of initiatives from training and inspiration to talent attraction and networking. It's been a pleasure serving as president and working with the talented and committed board and executive team and I'm wishing Sean Hynes, the incoming president the very best of success as he steers IAPI into the future."

Shenda Loughnane



2021 HIGHLIGHTS

IAPI is committed to providing our members with quality training and inspirational online events. If you missed any of the below you will find links to the recordings on [IAPLie](#) that you can watch in your own time. IAPI members also receive free access to [EACA training](#) sessions and a discount on [IPA courses](#).

The top 10 attended webinars of 2021:

- 1. [IAPI & IOD Branding vital for Ireland's economic recovery](#) - (400 attendees) - 26 Aug
- 2. [INSIGHTS from a Planner: Interpreting the Client Brief](#) - (157 attendees) - 13 Apr
- 3. [The Future of Commerce in a Post Pandemic World](#) - (147 attendees) - 1 Oct
- 4. [Effie Winners Gold Showcase](#) - (147 attendees) - 19 Nov
- 5. [Good Morning World](#) - Rory Gallery - (138 attendees) - 20 May
- 6. [Insights Connecting and Communicating in these Challenging Times](#) - (127 attendees) - 27 Apr
- 7. [Sustainability in Practice](#) - (117 attendees) - 5 Nov
- 8. [Advertising Stands Up to Harassment](#) - (115 attendees) - 29 Sept
- 9. [Translating The Brief](#) - Jonathan Kirk - (113 attendees) - 5 May
- 10. [Media Focus - TikTok as a Business](#) - (108 attendees) - 26 Oct



57 Virtual Events

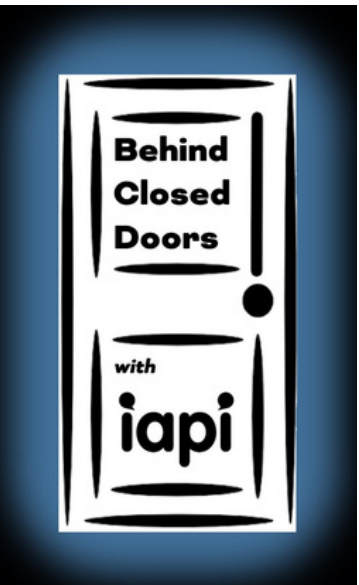
4,000+ attendees

2,560 views on iapi

MEDIA FOCUS sessions were designed to offer you lots of concrete real-world examples from media owners. They present based on solutions they can offer across a range of scenarios:

- Brand launch
- Local campaign
- Direct response
- Short turnaround
- Younger audience

PRESENTERS IN 2021 INCLUDED:



The IAPI **Behind Closed Doors series** is designed to provide our senior marketers and agency leaders with a forum to share their experience with each other at this time. Those taking part are urged to be as open and transparent as possible. Agencies and Brands represented in 2021 were Mindshare, Enterprise Ireland, Havas, Valeo Foods Group, Boys + Girls, Amnesty, Starcom, AIB, Core, Trocaire, TBWA/Dublin, Musgrave, Folk Wunderman Thompson, Bord Gais Energy, Bulmers Ireland, Mediacom, SKY Ireland, and Publicis.



KEY EVENTS

THE FUTURE OF COMMERCE IN A POST-PANDEMIC WORLD

As media and commerce collide, [Guy Marks](#), CEO, [OMD](#) EMEA, joined us to discuss the future of commerce and the key trends and insights arising from OMD and Omnicom Commerce Group's co-created global research study "The Why Behind the Buy". As consumers shift to e-commerce, what role will technology and AI play in the evolution of purchasing and are these changes for good or, are we just getting started?

Joining Guy were a leading panel of experts in the media and commerce landscape who shared their insights on how marketing and media has adapted to these changes.

- [Fiona Field](#), IAPI Board Director & MD, [OMD Ireland](#)
- [Doug Farrell](#), Group Head of Digital Advertising Strategy, [DMG Media](#)
- [Duncan Graham](#), MD, [Retail Excellence](#)
- [Lisa Tully](#), Digital Marketing Manager, [Lifestyle Sports](#)



BRANDING: VITAL FOR IRELAND'S ECONOMIC RECOVERY 2021

Following the success of the last two years, IAPI once again partnered with the [Institute of Directors in Ireland](#) to deliver their annual thought [leadership seminar](#), attended by over 400 CEOs, CFOs, CMOs and Agency Leaders. This event was supported by [The Irish Times](#) and the live broadcast was produced by [Catapult](#).

The speakers:

- Fiona Dawson CBE, former Global President, Mars Inc; Non Executive Director, Marks and Spencer and Non Executive Director, The LEGO Group.
- Gordon Lawlor, Managing Director, Circle K Ireland
- Shenda Loughnane, Group Managing Director, dentsu
- JP Scally, Chief Executive Officer, Lidl Ireland



JOHN FANNING ON BRAND

This was a must-attend event for IAPI members and marketers to hear first-hand from one of Ireland's great brand philosophers [John Fanning](#). John was interviewed by [Margaret Gilsenan](#), Chief Strategy Officer + Founder, Boys + Girls and IAPI Board member.

If you missed it, you can listen back to the interview via [IAPI TV](#) to learn why branding is still an essential ingredient in building a successful business and showcase examples on how this has always been the case even though routes to market may have changed over the years.



FURTHER EDUCATION

2021 saw the launch of the postgraduate diploma course for the industry. This is a joint collaboration between IAPI and TU Dublin. With guest lecturers of client marketers and industry practitioners, this modular programme is a landmark for those willing to expand their professional status.

The 6 CPD Programmes at a glance:

- CPD 1 - Contemporary Marketing & Communications
- CPD 2 - Communications Planning & Effectiveness
- CPD 3 - Creative Thinking in Commercial Communication
- CPD 4 - Cross Platform Communications
- CPD 5 - Insights & Analytics
- CPD 6 - Leadership in Commercial Creativity

[Click here to learn more>>](#)



IAPI & TU DUBLIN MODULAR EDUCATION PROGRAMME

The need for accredited education and qualifications across the Creative Commercial Communications industry has been highlighted for several years now and in 2021 we were delighted to begin offering this tailored educational opportunity for the first time for our sector.

There was no better time for members to take up this challenge and for this reason, IAPI heavily subsidised this programme, saving our members thousands of euros against the standard academic fees.

This programme is the result of a unique partnership between TU Dublin and IAPI and has been developed with extensive contributions from both industry and academia.

It is entirely modular which means that you can simply take one or more Modules, or, you can take the full suite to gain a Postgraduate Diploma in Commercial Creative Communications.

[Click here to learn more>>](#)

Guest speakers



21 Guest speakers

48 Students in 2021



"Given the fact that really effective creativity can have a powerful and sustainable impact on a company's performance, it's timely that IAPI have introduced the Effie Awards process to Ireland. The process is proven, well-structured and prioritises effective creativity with an onus on submissions to clearly demonstrate the business impact of their creative work."

Damian Devaney, Jury Chair Effie Awards Ireland



EFFIES FINALLY CAME TO IRELAND IN 2021

Having made the difficult, yet necessary, decision to postpone the inaugural Effie Awards Ireland for a year, IAPI were delighted to be able to relaunch the awards in February 2021.

IAPI were thrilled with both the volume and quality of entries for our inaugural Effie Awards Ireland programme. Round 1 received 96 entries, nearly double the entries received for ADFX in 2018.



The Effie Awards Ireland 2021 winners were celebrated during a virtual broadcast from The Mansion House on Thursday 23rd September. Hosted by IAPI, over 600 agency folk and their marketing clients tuned into the online ceremony that was presented by Jennifer Zamparelli. The online awards ceremony celebrated the most effective Irish marketing and advertising campaigns.

The scarcity value and the standard required by Effie Worldwide became apparent during the ceremony where only 7 Gold, 12 Silver and 12 Bronze Effies were announced across 22 categories. However, given the intensive judging process and, the scrutiny that the jury applied to ensure that each case was assessed to the global benchmarking standard, it proves yet again, that Ireland can hold its' own when it comes to effectiveness in commercial creativity, media innovation and advertising. For a full list of winners, please visit iapi.ie/effies.

Effie Awards Ireland are supported by:



pluto

anpost commerce





"Charley Stoney, CEO, IAPI congratulated the winners saying

"The Effie Programme is more than the awards themselves. The process of entering; taking part in the judging; receiving verbatim jury feedback; having a bank of effectiveness cases to research within our own country – all of these things create a centre of learning for the Irish Marketing & Advertising industry. We should be so proud of the positive impact we have on the Irish Economy and now, through Effies, we have case studies that prove it."



The Brill Building (Breakthrough Cancer Research)
Core & Boys + Girls (Three Ireland)
Bonfire (ALONE)
The Public House (EPIC - The Irish Emigration Museum)
Boys + Girls, PHD Media (ŠKODA)
Mother London (Baileys)



Publicis Dublin & Core (Heineken)
Core & TBWA (HSE)
In the Company of Huskies & Mediacom (SVP)
Core & Boys + Girls (Three Ireland)
Folk Wunderman Thompson (An Post)
Rothco Accenture Interactive (Electric Ireland)
McCann Manchester (Aldi Ireland)
Folk Wunderman Thompson & Carat (Vodafone)
The Brill Building (Breakthrough Cancer Research)



Havas Dublin (Jacob's & OMD Ireland)
BBDO (Bord Bia)
Bonfire (ALONE)
Boys + Girls & Dentsu (Energia)
Core & TBWA (HSE)
BBDO (Rockshore)
Publicis (Standard Life Ireland)
Core (Trocaire)
Rothco Accenture Interactive (O.N.E)
Folk Wunderman Thompson (Vodafone)

EFFIE GOLD WINNER SHOWCASE

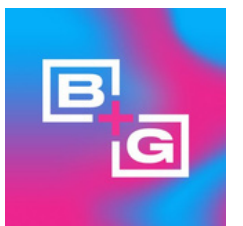
Awarding Ideas That Work – We presented learnings from the 2021 Gold Effie Winners at a special broadcast event in November. We were very happy that legendary Irish business leader, Neville Isdell, could deliver a keynote address at our Effie Awards Ireland showcase event.

Effie Awards Ireland has provided the Irish advertising and marketing industry with their first ever opportunity to pitch themselves against their peers globally. Every Gold winner this year can now enter both Euro Effie Best of the Best and Global Effie Best of the Best in 2022.



ŠKODA

DIAGEO



breakthrough
CANCER RESEARCH

Bonfire

EPIC
The Irish
Emigration
Museum

BRILL
BUILDING

INTERNATIONAL RECOGNITION

One of IAPI's ambitions is to establish Ireland as a centre of excellence on the global advertising and marketing stage. IAPI recently launched Ireland: Where Creative is Native to showcase the power and capability of Irish creativity to the wider world and to global brands who may have overlooked Ireland's industry in the past. This is the world's first "country before agency" platform with work submitted anonymously by creatives in Ireland.

The creative platform is a curated selection of Ireland's finest work as chosen by some of the country's top creative directors. We leveraged our partnership with The Irish Times who kindly support IAPI's initiative 'Ireland: Where Creative is Native' to place several ads in the paper throughout the year celebrating the major wins; showcasing the power and capability of Irish creativity to the wider world.

IRISH WIN MORE INTERNATIONAL AWARDS THAN EVER BEFORE IN 2021.



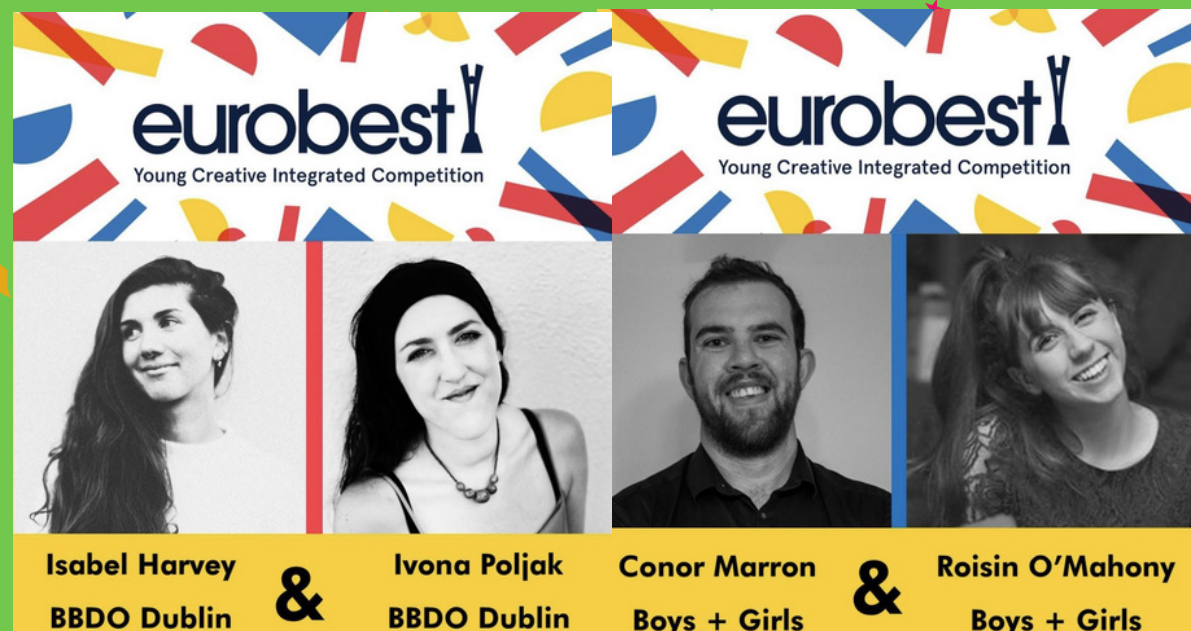
We are delighted that Ireland has had a very successful year competing in International Awards. Irish agencies were represented at Cannes Lions, D&AD, The ONE Show, Clio Sports Awards, London International Awards, eurobust, eventex to name just a few.

TO PROMOTE IRELAND: WHERE CREATIVE IS NATIVE

In 2021, The Irish Times partnered with IAPI to promote Ireland: where Creative is Native to promote this initiative to agency folk, marketers and business leaders at home and abroad.

This partnership resulted in no less than 9 articles reading over 60,000 readers. In March, 2021, IAPI hosted a discussion with the following group of Irish diaspora who are making waves in the creative industry abroad. They discussed how being Irish has influenced their creativity, and their work/life since living abroad.

- **Katie Kidd**, Art Director, The Monkeys, Sydney
- **Paddy Treacy**, Creative Director, Wieden + Kennedy, London
- **Claire Healy**, Art Director, Wunderman Thompson, New York City
- **Brian Tucker**, Founder & MD, Blackbelt, San Francisco
- **Aoife McCleary**, Senior Copywriter, In the Company of Huskies and IAPI Board Member



CANNES YOUNG LIONS

Team Ireland 2020/2021 - National CYL Competition Winners

- **Rafael Ferla**, Art Director, JWT Folk
- **Raphael Silva**, Interactive Designer, JWT Folk
- **Sacha Noyes**, Junior Planner, Boys + Girls
- **Jessie DeBoe**, Art Director, Boys + Girls
- **Georgia Stevenson**, Producer, BBDO Dublin
- **Sinead Farrelly**, Producer, BBDO Dublin
- **Jack Connolly**, Account Executive, Group M
- **Emily Carew**, Account Executive, Group M
- **Helen O'Higgins**, Art Director, JWT Folk
- **Ben Fraser**, Digital Strategist, Havas Dublin
- **Lughan Deane**, Consultant, Murray
- **Orna Clarke**, Senior Account Executive, Murray

Team Ireland 2020 competed virtually in the Cannes Young Lions 2021 global competition and our PR Young Lions won Silver! Congratulations to:

Lughan Deane, Consultant, Murray

Orna Clarke, Senior Account Executive, Murray



YOUNG LIONS COMPETITIONS

After a long wait, we were thrilled to see the winners from the Irish national competition in 2020 represent us in the CYL competition. The competitions took place from 24th May - 15th June. Teams had just 24 hours to create their campaigns and were judged live via Zoom.

Without a doubt, the last year has been hard on all of the teams (who were expecting a fabulous trip to Cannes) and IAPI honestly appreciate their determination and passion for the industry.

Thanks to our sponsors who provide the time, support and funds for our Team of Irish Cannes Young Lions. Pull the Trigger, Sky Ireland, Independent News & Media, PRII/PRCA, Core, Facebook, Smurfit Kappa and Choose Radio supported this competition in 2020/2021.

14

Young Lions went forward to compete internationally across

7

Categories.



"This is one of my favourite initiatives run by IAPI. To be able to offer Ireland's young talent the opportunity to represent our industry on an international stage is such a privilege. We all know that Cannes Lions are the most established and coveted awards for creative and marketing talent so winning, even a Young Lions there puts them among the world's elite."
- Charley Stoney, CEO, IAPI

GUIDELINES & POLICIES

In June 2021, IAPI unveiled their Diversity and Inclusion Policy, made to ensure that the industry is representative of all sections of society and all employees, job applicants, clients and suppliers are respected, valued and given equal and fair opportunity to perform at their best. A special launch event was hosted by Stha Banks, D&I Lead on the IAPI Board and head of Paid Social, Core, with Ali Hanan, Founder, Creative Equals, as a guest speaker.



IAPI D&I POLICY

IAPI is actively committed to cultivating a supportive and inclusive culture within our Advertising Industry. As research has shown having a diverse and inclusive workforce is a powerful enabler of economic growth. We encourage all leaders and employees of agency members to welcome diverse talents and include multiple perspectives particularly now as we emerge from the Covid-19 crisis. Diversity wins now more than ever. All workforce, whether they are part-time, full-time, or temporary,

will be treated fairly and with respect. When the agency members select candidates for employment, promotion, training, or any other benefit, it will be based on their aptitude and ability. In our industry particularly, we know that a talent pool with a broad and diverse range of resources, skills, backgrounds and cultural understanding will maximise efficiency for all of us and help drive success for the industry.

61%

WOMEN MAKE OF
ALL PURCHASING
DECISIONS

7%

ARE BORN WITH
A DISABILITY

1 IN 6

GEN Z-ERS
IDENTIFY
AS QUEER

PITCH GUIDELINES

The new IAPI guidelines, are supported by the Advertisers Association of Ireland (AAI) and The Marketing Institute in Ireland, and, are to help all parties navigate the process. These are all now available on iapi.ie/pitching for you to download and circulate amongst your team.

IAPI have developed three comprehensive Pitch Guides, depending on whether you wish to undertake:

- Media Pitch
- Strategic Creative Pitch
- Agile Creative Pitch



iapi

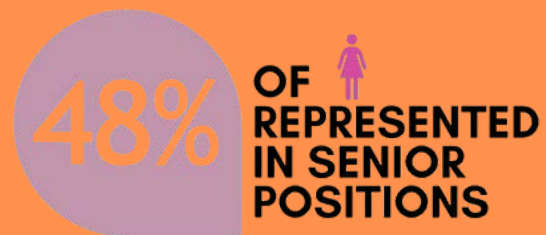
"I'm delighted with the level of engagement and input we received from our membership and other industry stakeholders so, I'd like to thank everyone involved in producing these essential guides. As an agency leader I have taken part in many streamlined and incredibly well-run pitch processes. However, a pitch process that does not follow a set of clear, best practice principles can be costly for both parties in terms of both time and money. This is something that all IAPI members are keen to avoid and these guides will allow us to begin to set an overall industry standard for the pitch process."

Shenda Loughnane, former-President, IAPI and Group Managing Director, dentsu.

DIVERSITY & INCLUSION IN 2021

GLOBAL DEI SURVEY HIGHLIGHTS FOR IRELAND

In the summer, Ireland along with 27 other countries took part in the world's first ever Global DEI Census led by the World Federation of Advertisers (WFA) in collaboration with agencies associations, EACA and Voxcomm, Cannes Lions, Advertising Week, Effies, GWI, Campaign, IAA and research firm, Kantar. It was designed to assess the scale of the diversity challenge facing the profession.



FEMALE FUTURES FUND

Following our 2020 launch, IAPI opened applications for the second year of our Female Futures Fund bursary, supported by Diageo.

OUT OF **60** RECIPIENTS **25** WERE SELECTED

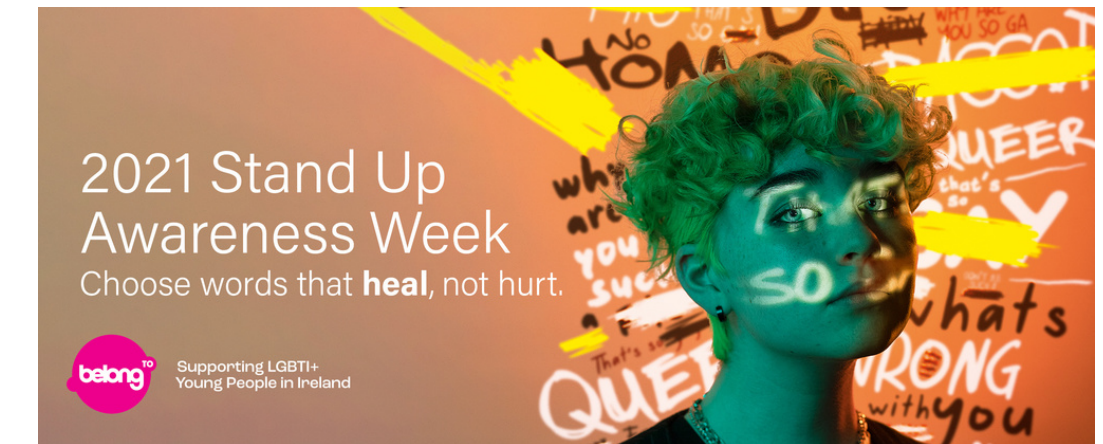
The programme is tailored for high potential women working in the creative communications and media industry. Our 2021 goal was to broaden its' reach through comprehensive group leadership coaching of 25 women.



BELONGTO

What started as a simple collaboration with BeLongTo in 2019 to drive awareness of Stand Up week amongst schools led to the very successful #ComeIn Campaign which we're happy to say is now in its third year. Students fear that coming out as LGBTI+ will lead to bullying in schools and we would like to contribute to eliminating that fear. IAPI along with our member agencies, production partners, clients and 2FM were thrilled to support this campaign yet again.

[Watch the video here>>](#)



AGEISM IN ADVERTISING

With approximately 1m people living in Ireland today over the age of 60, Age Friendly Ireland believes that this group controls up to 50% of all consumer spending but attracts only 10% of marketing spend.

What do we propose to do about this gap? And how can we possibly close it if there is no one over 50 at the creative table, when the work is being shaped?

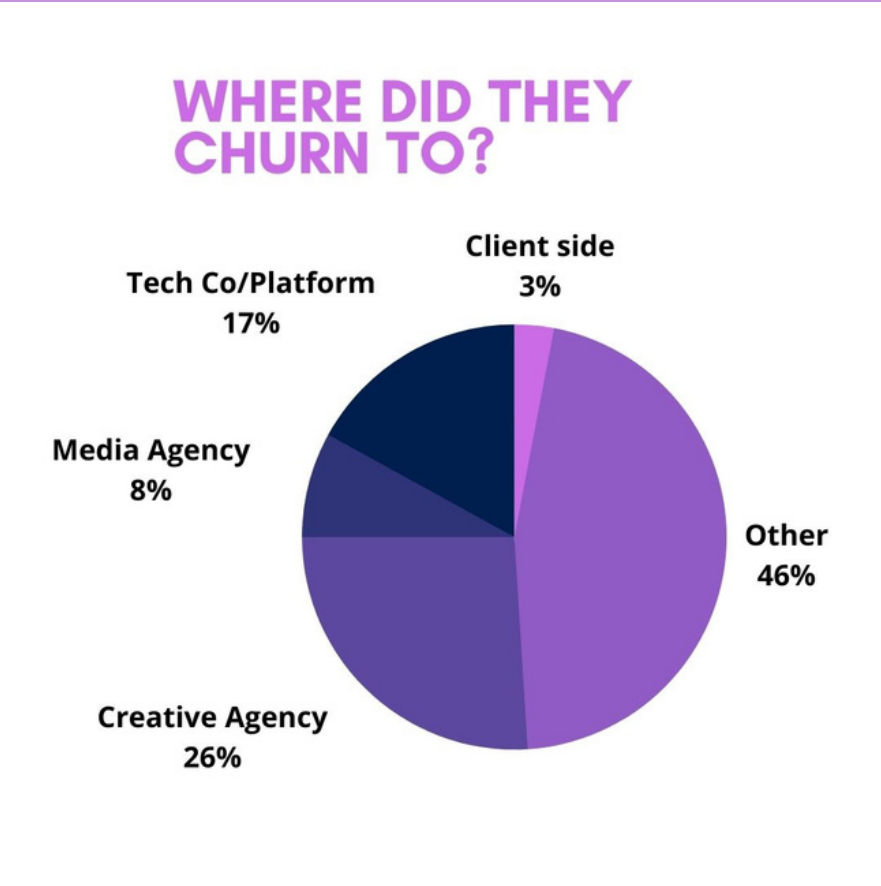
This workshop looked at the opportunity that exists for advertisers to advise clients on the worldwide ageing demographic, and how they should be targeting more of their spend at this active and affluent consumer base.



Catherine McGuigan
Chief Officer of the National Age Friendly Ireland Programme

TALENT ATTRACTION

Staff Churn continues to be the single biggest challenge facing the commercial communications and media industry. In part, this is a global phenomenon well documented as the "Great Resignation". However, this is also the result of an increasingly fragmented and complex industry that has been considerably disrupted over the past number of years. Despite this increase in churn, there is a 7% estimated increase in IAPI members' workforce since 2019.

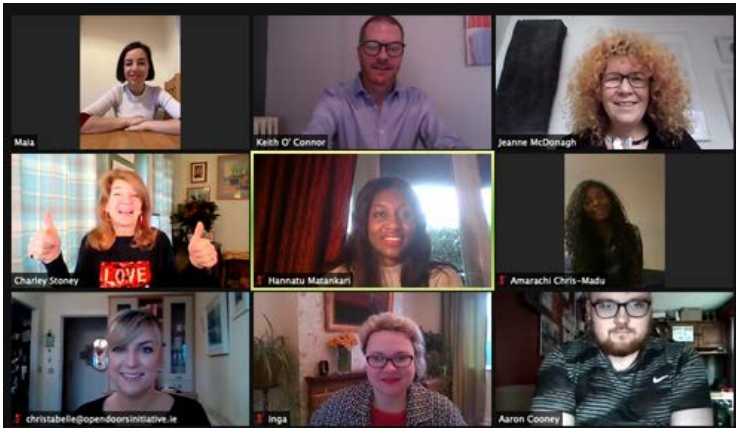


With staff churn very much in mind, the IAPI board will be prioritising Talent Retention and Talent Attraction in 2022.

[Click here to read more>>](#)

OPEN DOORS

Under the banner of "**Break into Advertising**" IAPI & Open Doors provided 15 people with 1 month of free online training in January 2021. This programme provided access to people from direct provision centres, foreign nationals and people from different socio-economic backgrounds. [Click here to read more>>](#)



GRIFFITH COLLEGE

IAPI in conjunction with the Journalism and Media Communications faculty at Griffith College were delighted to launch their Creative Bursary, aimed at disadvantaged and DEIS Schools across Ireland. The theme for this year's bursary is 'Sustainability'. This is our 3rd year collaborating on this bursary which aims to promote Creative Careers to secondary students nationwide. [Click here to read more>>](#)



CAREER SPOTLIGHT SERIES

In 2021, IAPI were delighted to launch their Career Spotlight Series for agency professionals from both media and creative agencies to share advice and also some highlights of their career. Nearly 20 IAPI members have taken part in the series so far; you can view their videos via IAPI TV on Vimeo. In 2022, we will bring you a Career Spotlight series focussing on Leadership. [Click here to read more>>](#)



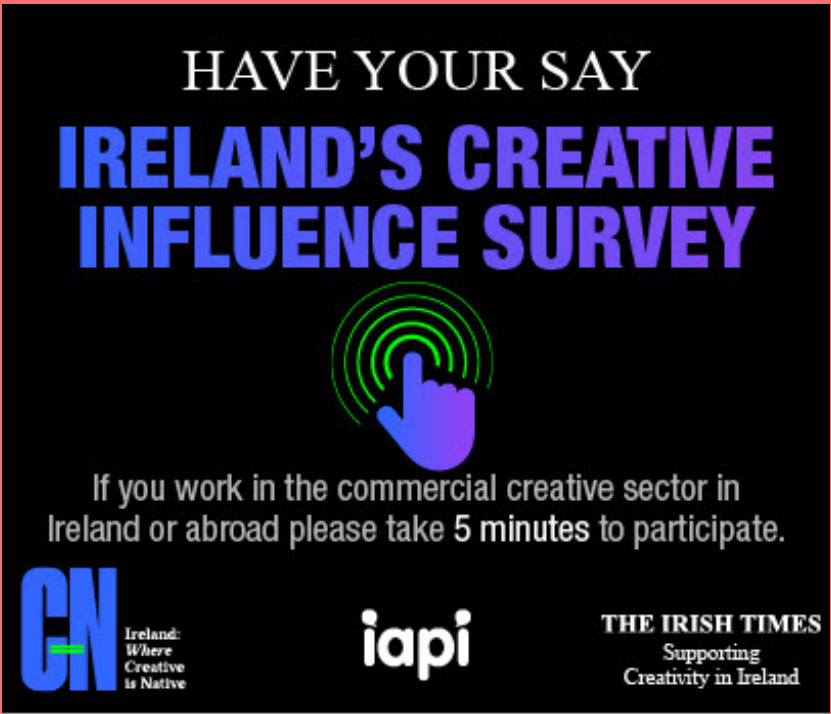
BITC

IAPI launched a school mentoring programme in conjunction with Business in the Community last year. With 11 mentors from the IAPI membership and 11 students from Holy Child Community School in Sallynoggin, the programme has seen IAPI members support these students throughout 5th year and into their final Leaving Cert year. [Click here to read more>>](#)



SURVEYS & REPORTS

Maintaining Agency Culture, as we continue to work from home, remains the key concern of Agency Leaders for the next 12 months.



“It is heartening to see that 40% of the creatives surveyed are optimistic that IAPI's “Ireland: where Creative is Native” programme will make a difference to the quality of our commercial creativity. This will, in turn act as a siren call for both Irish and international talent to work in all aspects of our sector.”

– Sean Hynes, President IAPI and Creative Director, Bonfire.

Discover all of the insights from IAPI's 2021 Ireland's Creative Influence survey on IAPI.ie

IAPI'S 2021 CENSUS

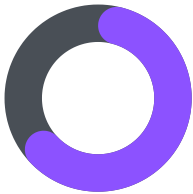
The IAPI 2021 Census was conducted via surveys sent to the IAPI membership and completed by the heads of Finance, HR and Agency Leaders. A total of 54 out of 61 (89%) IAPI members participated in the Census providing IAPI with robust data to take stock of the Industry and how it has fared over the pandemic years of 2020 and 2021.

With no Census carried out in 2020 much of the data compares 2019 to 2021, and the majority of the Census analysis was undertaken by Independent Research Consultant, Ann Claire Nolan, who worked with the IAPI Executive to produce the report.

IAPI's 2021 Census highlights information on Diversity & Inclusion, Talent Churn & Wage Inflation, Commercial Performance, and the Future Outlook for the commercial and creative industry.

87%

OF AGENCY LEADERS ARE VERY OPTIMISTIC THAT THEIR AGENCY WILL FULLY RECOVER FROM THE IMPACT OF THE PANDEMIC.



75% OF ALL AGENCIES ARE PURSUING BUSINESS FROM INTERNATIONAL CLIENTS, THIS REFLECTS THE CONFIDENCE OF IRISH AGENCIES TO COMPETE ON A GLOBAL STAGE.

IRELAND'S CREATIVE INFLUENCE SURVEY – THE RESULTS ARE HERE

In August 2021, IAPI canvassed its members for its inaugural Creative Influence survey with thanks to our Creative is Native partners The Irish Times. The aim? To gain an understanding of how creative professionals in the commercial creativity and communications industry in Ireland are feeling about a number of issues, which include the quality of work being produced, how they feel about working in Ireland right now and whether living here influences their creativity.

62%

OF RESPONDENTS SAID THEY WERE EITHER 'VERY PROUD' TO BE WORKING IN THE IRISH COMMERCIAL CREATIVITY INDUSTRY.

68%

OF RESPONDENTS SAID THE QUALITY OF CREATIVE WORK BEING PRODUCED IN IRELAND'S COMMERCIAL CREATIVITY SECTOR IS GOOD TO EXCELLENT

With 224 responses in total, voices and opinions have been heard from all echelons of the industry, such as PR and communications agencies, full service creative advertising agencies, events and experiential agencies, and in-house creative teams.

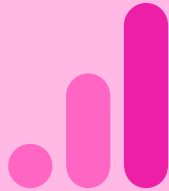
When it comes to what fuels that creative process in the first place, the question of how Irish culture and environment contributes to the quality of creative output was given considerable thought. Nearly one third felt brands can test or take a chance here with their consumers that they wouldn't be prepared to do in larger markets.

9 OUT OF 10

RESPONDENTS SAID IRISH CULTURE HAD AN INFLUENCE ON THE QUALITY OF CREATIVE OUTPUT.

I-API MARKETING REACH

I-API ONLINE ANALYTICS REPORT



886

27%

Open rate



1.6k

133

Campaigns



1.7k



4.6k

20%

Increase in subscribers

48

Weekly Newsletters reached

2,000+

Agency folk &

850+

Marketers

MEDIA COVERAGE

THE IRISH TIMES



9

Articles

60K+

Readers



Little Black Book
Celebrating Creativity



14

Interviews
with Irish creatives

4,290

Reached
(locally & internationally)

ADWORLD

iapi

17

Articles

36K+

Readership

marketing.ie

MARKETING.IE | ABOUT US | MARKETING TV | ADVERTISE | CONTACT | BLOG

Irish creatives back quality of work – I-API



iapi

marketing.ie

17

Articles

20K+

Readership

iapi team

FAREWELL

We extend our gratitude to those who stepped down from the IAPI Board in November 2021. IAPI President, Shenda Loughnane, Global MD, iProspect; IAPI Treasurer, Robert McDermott, Financial Director, IPG Mediabrands; and IAPI D&I Lead, Stha Banks, Head of Paid Social, Core. They will be missed as much for their personality as for their dedication, hard work and leadership over the past two years. We also said a sad farewell to Gus Curtis, Social Media and Communications Executive in IAPI.

Seán Hynes, Co-Founder and Creative Director, Bonfire was appointed to the role of President of the Board in November 2021. Seán's appointment follows the end of Shenda Loughnane's term as President as she steps aside to take up a role as Global MD of iProspect.

Also appointed to the board following the November elections were Neal Davies, CEO, BBDO; Emma Williams, Director, Edelman; Helen Stanley, Finance Business Partner, Core; and Anna Doyle, Business Director of Starcom.



IAPI EXECUTIVE



CHARLEY STONEY
CEO



KATHERINE RYAN
PROGRAMME DIRECTOR



KEITH O'CONNOR
MARKETING & TALENT
ATTRACTION MANAGER



SERENA LOFTUS
ACCOUNT MANAGER



AMY CASSIDY
EVENTS & PROJECTS
CO-ORDINATOR



SHREESHA HEGDE
SOCIAL MEDIA
COMMUNICATIONS
EXECUTIVE

IAPI BOARD



SEÁN HYNES, CD, BONFIRE



FIONA FIELD, MD, OMD



**MARGARET GILSEAN, CSO
& FOUNDER, BOYS & GIRLS**



**ABI MORAN, CEO,
FOLK WUNDERMAN THOMPSON**



ANNA DOYLE
BUSINESS DIRECTOR, STARCOM



NEAL DAVIES
CEO BBDO



**JAMIE FULHAM, MEDIA
STRATEGY & INVESTMENT
MANAGER, ROTHCO
ACCENTURE INTERACTIVE**



**JONATHAN CONLON, COO,
GROUP M**



**GERALDINE JONES, CEO,
PUBLICIS**



**AOIFE MCCLEARY, SENIOR
COPYWRITER, IN THE
COMPANY OF HUSKIES**



HELEN STANLEY
FINANCE BUSINESS PARTNER, CORE



EMMA WILLIAMS
DIRECTOR, EDELMAN

SEAN HYNES PRESIDENT IAPI

What I am most excited about as I take up my position as IAPI President is how well positioned we are to capitalise on Ireland's unique position now as the de facto English speaking capital in the European Union. The trend is already in place with Irish Agencies handling a higher percentage of international business here than ever before. This year saw all records being obliterated with an unprecedented volume of international awards being won. In fact, we have been achieving success and international recognition across all our industry sectors: media, PR, experiential, strategy and creative. So, here's looking forward to enjoying lots more of the same for 2022 and maybe even the sounds of a few corks popping.

- **Sean Hynes** Creative Director of Bonfire & New President of IAPI



RESTRUCTURING & PRIORITISING FOR THE FUTURE

Priorities:	1. Talent			2. Growth	3. Sustainability	
Streamed through SDG Goals:	<div>3 GOOD HEALTH AND WELL-BEING</div> <div></div>	<div>4 QUALITY EDUCATION</div> <div></div>	<div>10 REDUCED INEQUALITIES</div> <div></div>	<div>8 DECENT WORK AND ECONOMIC GROWTH</div> <div></div>	<div>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</div> <div></div>	<div>13 CLIMATE ACTION</div> <div></div>
Current & upcoming initiatives:	<div>smash Sentiment Surveys</div> <div>Responsibility of the Executive Team with input from Board</div>	<div>TUD PG Dip IAPI Skills Training</div>	<div>D&I Policies Female Futures Fund BeLonG To D&I Events Open Doors BITC - DEIS Schools</div>	<div>Pitching Guidelines Salary Surveys Annual Census Leaders Surveys IOD Annual Event Creative is Native Awards & Competitions Media Matters Inspirational Events</div>	<div>Ad net Zero in Ireland</div>	
Board programmes / responsibilities:	<div><u>PROGRAMME:</u></div> <div>IAPI Board Co-Chairs:</div> <div>IAPI Executive:</div>	<div><u>EDUCATION, RETENTION & ATTRACTION</u></div> <div>Ger Jones & Neal Davies</div> <div>Keith O'Connor, Katherine Ryan & Shreesha Hegde</div>	<div><u>D&I</u></div> <div>Anna Doyle, Aoife McCleary (Jamie Fulham, Futureheads)</div> <div>Katherine Ryan, Keith O'Connor & Amy Cassidy</div>	<div><u>GROWTH</u></div> <div>Jonathan Conlon, Margaret Gilsenan, Emma Williams, Abi Moran</div> <div>Katherine Ryan, Shreesha Hegde & Amy Cassidy</div>	<div><u>AD NET ZERO</u></div> <div>Abi Moran & Fiona Field</div> <div>Charley Stoney</div>	
IAPI ADVISORY PANEL						

Not a member?

To get in touch for membership queries,
please contact katherine@iapi.com

For general enquires, please contact
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Thank you to all our members for their
support, collaboration and involvement
throughout 2021.

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