



MEMBERSHIP BENEFITS

www.iapi.ie

IAPI is the representative body for commercial creativity and communications in Ireland. We aim 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 by focusing on three priorities: **People, Performance and Reputation.**

IAPI is driven by its 70+ member agencies. The Board is elected by the members who decide the priorities and drive our agenda along with the executive team. *Thank you for trusting us to be your collective voice.*

WHY JOIN IAPI?

ATTRACTING & RETAINING YOUNG TALENT

Cannes Young Lions, Eurobest Young Creative Competition and the STEPS Mentoring programme are just some of the initiatives for our under-30 IAPI members.

DEI SUPPORT FOR EXISTING AND NEW TALENT

IAPI members are eligible for the female leadership programme, Female Futures Fund every year. The NEIC/IAPI partnership places approximately thirty transition year students from disadvantaged backgrounds into the industry on an annual basis. IAPI also partners with organisations such as GORM, Advocates and Business in the Community.

UP TO DATE LEGAL ADVICE ON CONTRACTS & POLICIES

Each year, as an IAPI member you will benefit from free legal templates drafted by Hayes Solicitors, e.g. AI Policies for Clients and Staff in 2024. You will also have access to other best practice policies e.g. Pitch Charters.

ACCREDITED POST GRAD EDUCATION PROGRAMME

Micro-credentials are heavily subsidised for IAPI members - Creative and Leadership 3-day Bootcamps - developed by IAPI and TU Dublin.

EMPLOYEE ASSISTANCE PROGRAMME - SMASH

Available to all IAPI workforce and their immediate families, smash provides users with easy access to a wide variety of physical and mental health services.

INSPIRATIONAL IN-PERSON EVENTS

We host at least 5 flagship events each year, featuring industry thought leaders at heavily subsidised rates. IAPI also provide skills training throughout the year, and members are provided with opportunities to speak and showcase their agency's work at various events.

EFFIE AWARDS IRELAND

IAPI operate the Effie programme for the Irish market. The Effies are the global benchmark for Marketing Effectiveness and the only international awards active in the Irish market. These awards serve as a platform to recognise the strategic planning, creativity and business results delivered by communications and advertising.

SHAPING THE INDUSTRY

Members can work with the board and the executive team on key initiatives that shape the future of the industry.

