



iapi

## 2021 Annual General Meeting

Wed 24<sup>th</sup> November



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## Agenda

- 2020 audited accounts
- President's address
- 2021 highlights
- Priorities for 2022
- Looking ahead
- Closing remarks





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Please welcome Jon Byrne, BMH



President's address



# 2021 Highlights

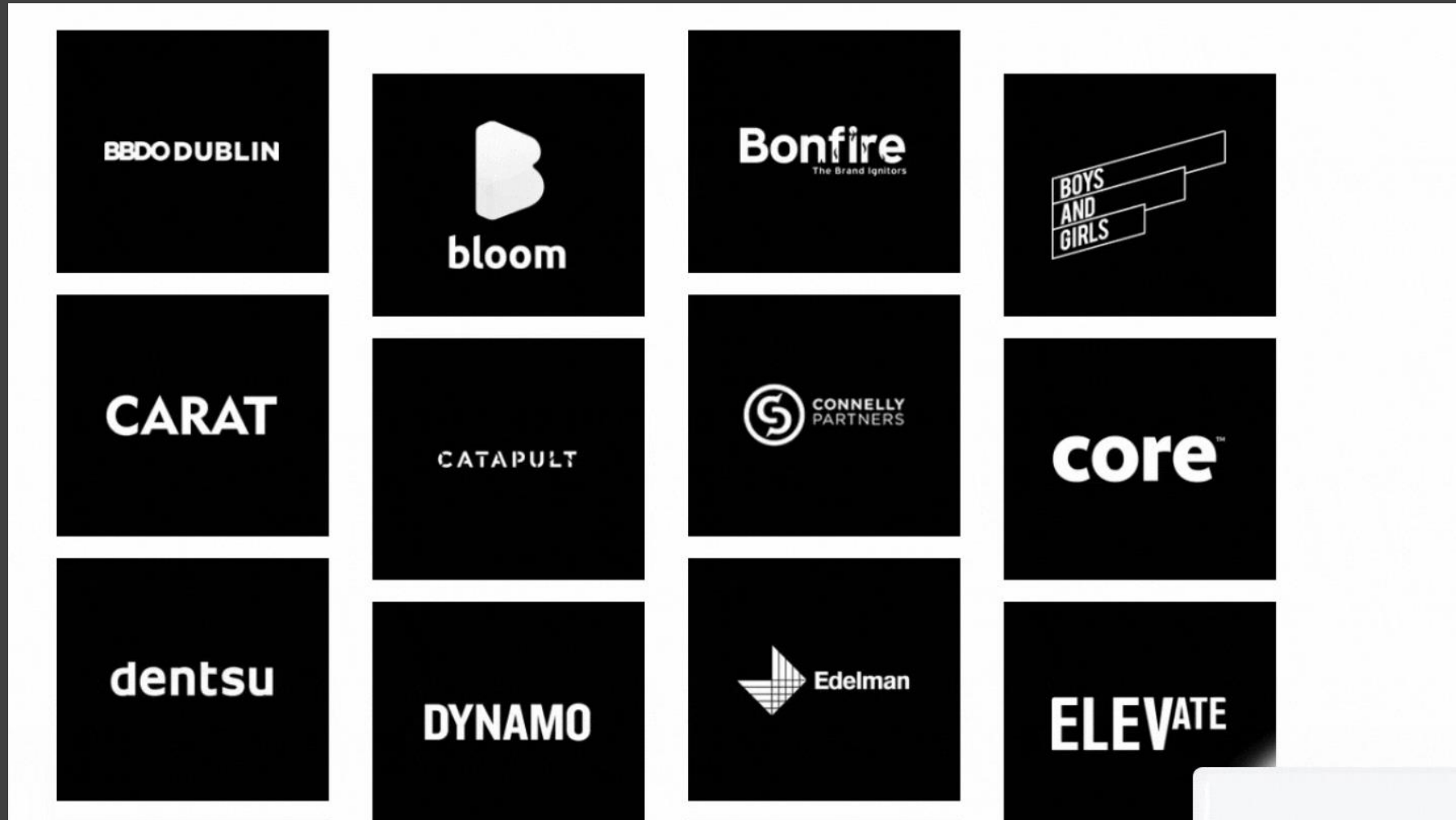
- 57 Virtual Events
- 4,000+ attendees
- 2,560 downloads on IAPI TV



# Highest No. of members on record 61 agencies

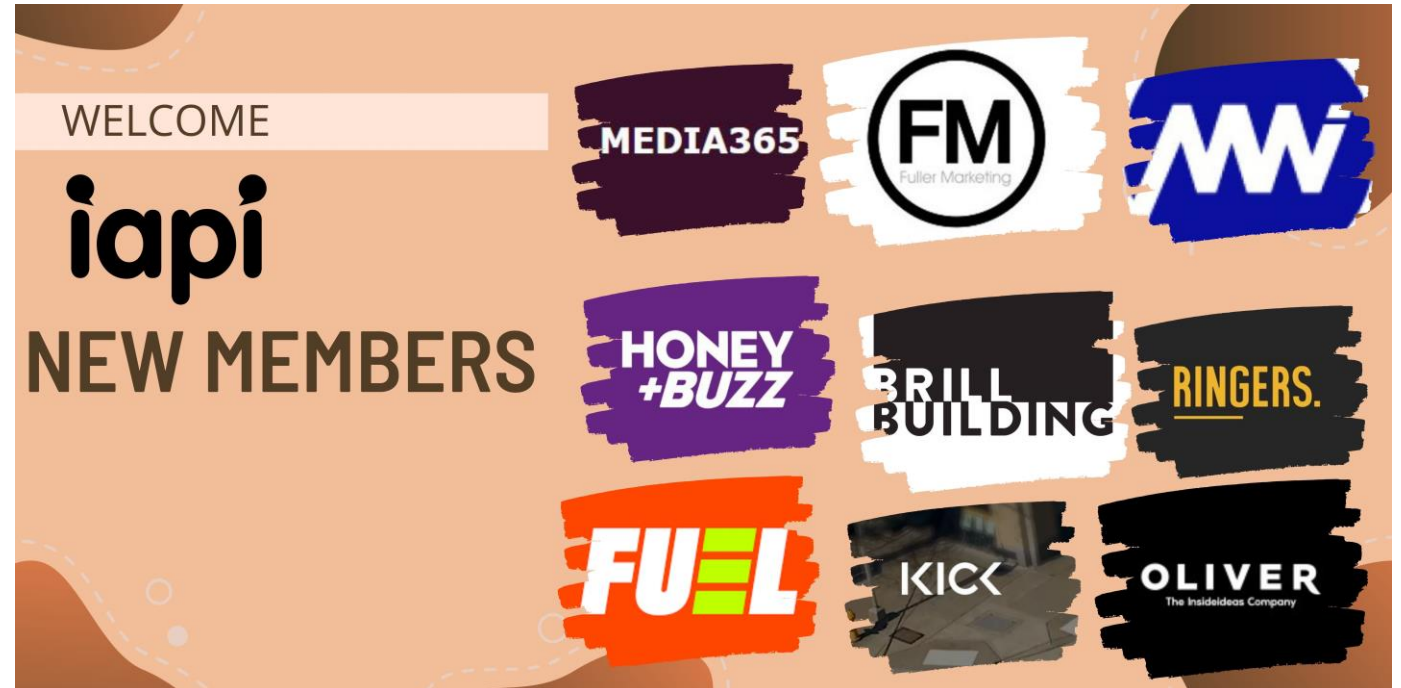
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# 9 new members during the pandemic

Plus 2 currently  
waiting for Board  
approval...



# Thanks to the Exec

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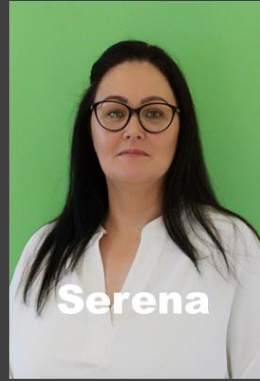
**Charley**



**Katherine**



**Keith**



**Serena**



**Farewell Gus**



**Welcome  
Shreesha**



**Amy**





Thanks to  
the Board



Hello to our new **iapi** President...

# New Board Members



**Emma Williams**  
**Director**  
**Edelman**



**Neal Davies**  
**CEO**  
**BBDO Dublin**



**Helen Stanley**  
**Finance Business Partner**  
**Core**



# IAPI Structure for 2022

*UN Sustainable Development Goals  
17 goals to transform our world*



**TALENT**

**GROWTH**

**SUSTAINABILITY**

# IAPI structure for 2022

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</div> <div>People Protection Pledge</div> <div>Sentiment Surveys</div> <div>Responsibility of the Executive Team with input from Board</div>	<div>TUD PG Dip</div> <div>IAPI Skills Training</div>	<div>D&amp;I Policies</div> <div>Female Futures Fund</div> <div>BeLonG To</div> <div>D&amp;I Events</div> <div>Open Doors</div> <div>BITC - DEIS Schools</div>	<div>Pitching Guidelines</div> <div>Salary Surveys</div> <div>Annual Census</div> <div>Leaders Surveys</div> <div>IOD Annual Event</div> <div>Creative is Native</div> <div>Awards &amp; Competitions</div> <div>Media Matters</div> <div>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 &amp; ATTRACTION</u></div> <div>Ger Jones &amp; Neal Davies</div> <div>Keith O'Connor, Katherine Ryan &amp; Shreesha Hegde</div>	<div><u>D&amp;I</u></div> <div>Stha Banks, Aoife McCleary (Jamie Fulham, Futureheads)</div> <div>Katherine Ryan, Keith O'Connor &amp; Amy Cassidy</div>	<div><u>GROWTH</u></div> <div>Jonathan Conlon, Margaret Gilsenan, Emma Williams, Abi Moran</div> <div>Katherine Ryan, Shreesha Hegde &amp; Amy Cassidy</div>	<div><u>AD NET ZERO</u></div> <div>Abi Moran &amp; Fiona Field</div> <div>Charley Stoney</div>	
IAPI ADVISORY PANEL						



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## Priority 1 - Talent

Geraldine Jones, Stha Banks, Aoife McCleary, Jamie Fulham & **Neal Davies**



# Two Key Challenges identified for 2022

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1

## TALENT RETENTION

In-depth Interviews with Industry leaders, current employees and recent leavers



2

## DIVERSITY OF TALENT

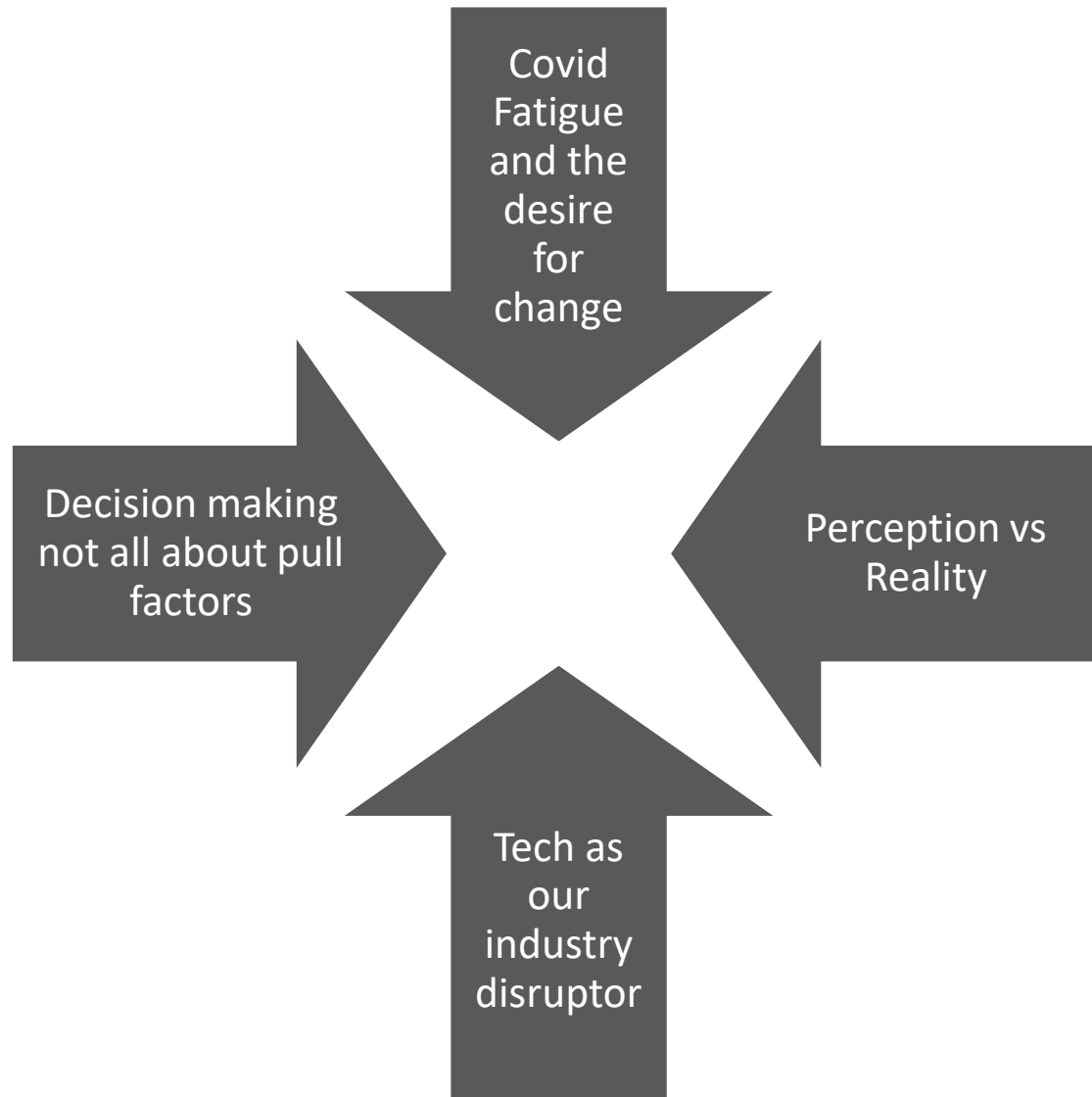
Global DEI research to benchmark where we stand vs the norm

A large, stylized number 5 made of wood with glowing lights inside, set against a dark blue background. The number 5 is constructed from light-colored wood and is filled with a warm, orange-gold light. Several small, round, glowing lights are embedded within the structure of the number, creating a starburst effect. The background is a solid, dark blue color.

What are the key factors in our talent retention challenge?



# Factors at play





# Multiple Push Factors

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## *Burnout*

Unsustainable work practices  
(pace, pressure, lack of resource, expectations)

## *Culture*

A catch-all for approach to socialising, not how company behaves

## *Progression*

Teaching employees they need to move agency to move up ladder (often proven by experience)

## *Career Planning*

No commitment to career planning (leads to obsessions with promotions)

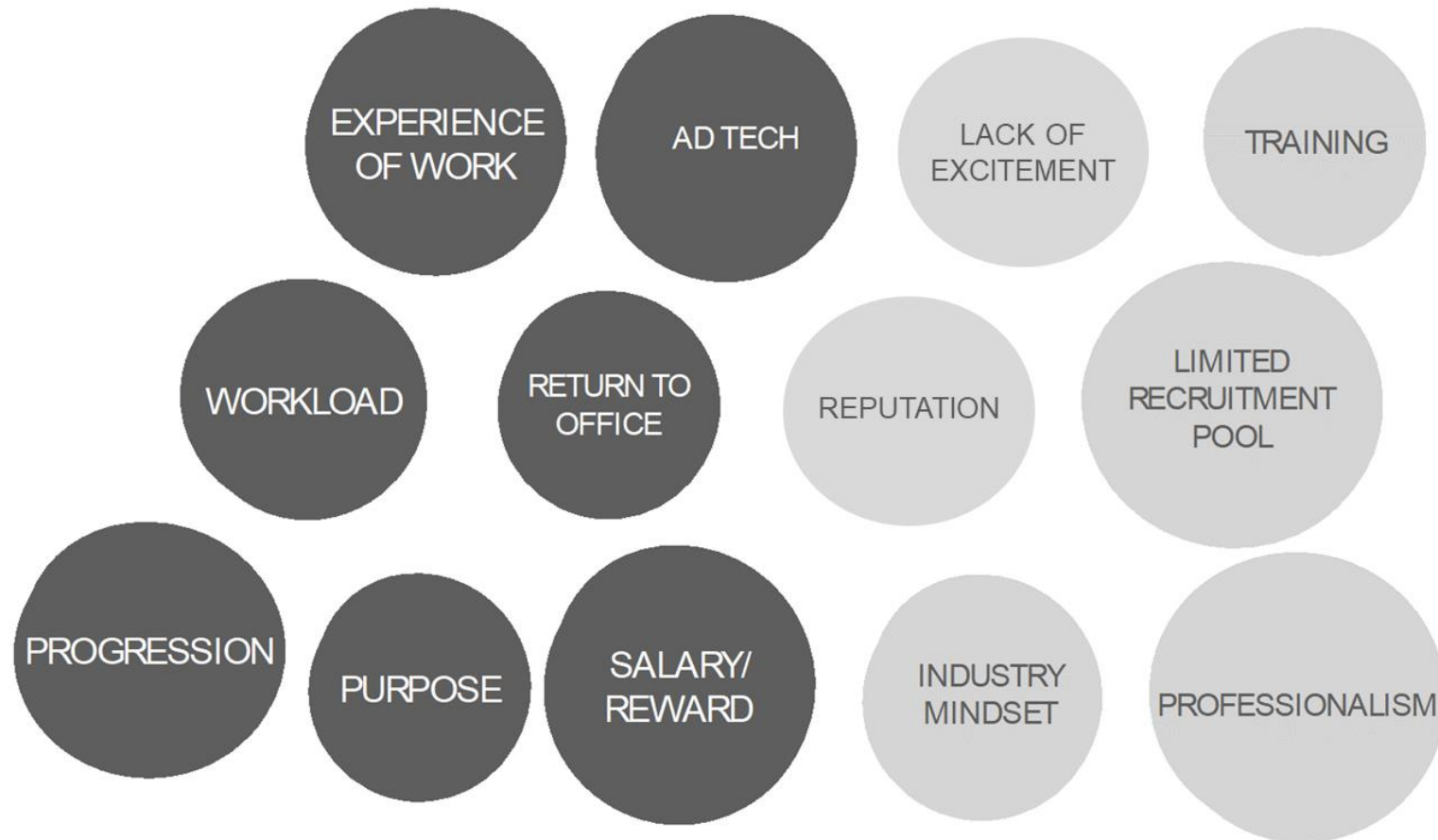
## *Churn led churn*

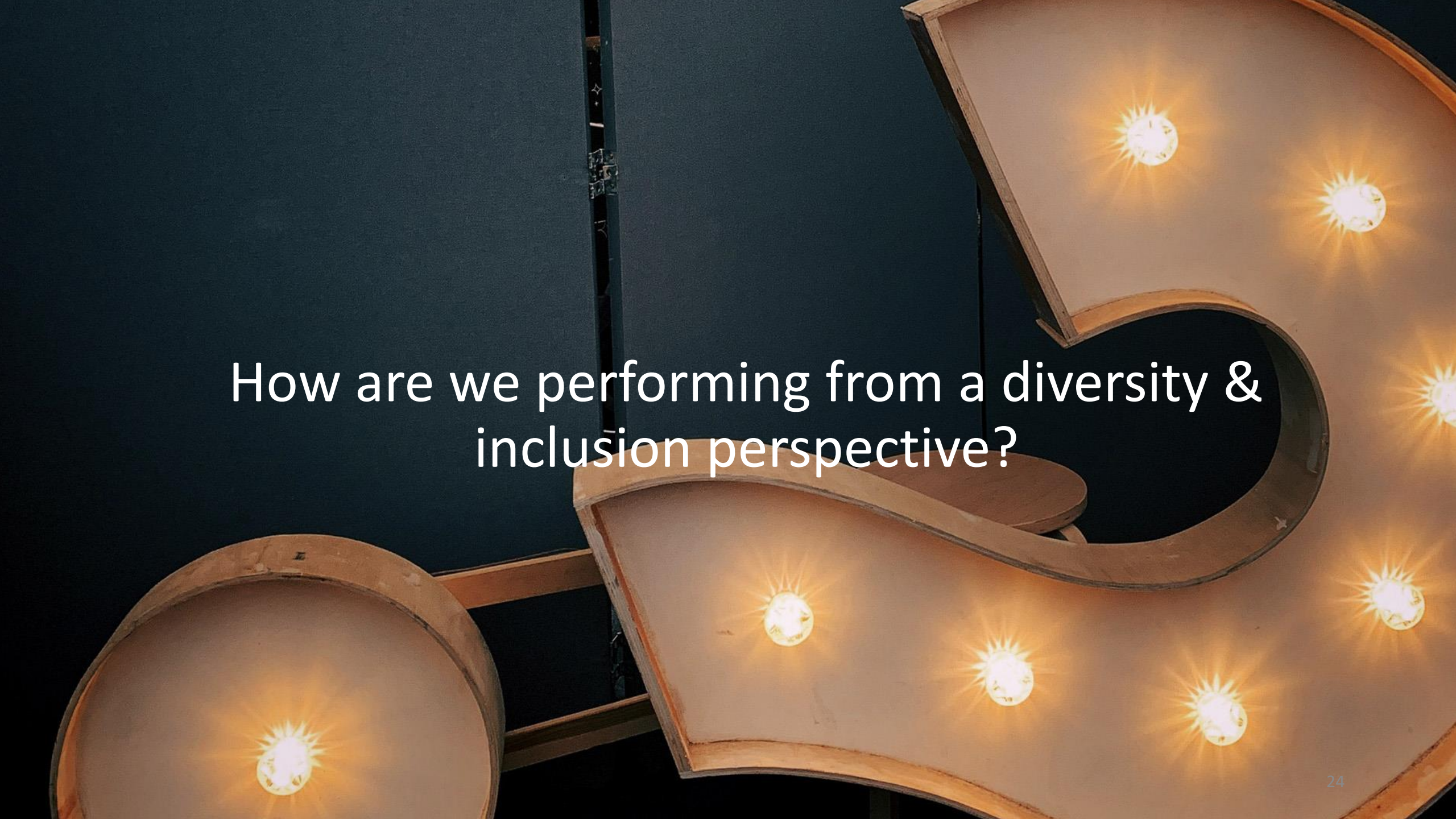
Often most valuable talent forced to fill gaps

## *Role Appreciation*

Particular lack of understanding surround those with digital/social expertise

# IAPI Role



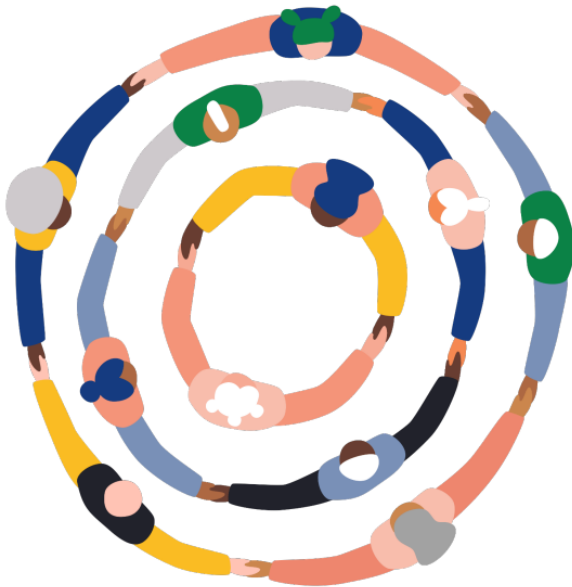
A large, stylized number 5 made of wood with warm lights inside, set against a dark blue background. The number 5 is composed of several wooden segments, some of which are illuminated from within, creating a warm, glowing effect. The background is a solid dark blue. The text "How are we performing from a diversity & inclusion perspective?" is overlaid on the image in white, sans-serif font.

How are we performing from a diversity & inclusion perspective?



# Diversity of our Talent pool

## GLOBAL DEI SURVEY RESULTS - IRELAND



Globally

## Inclusion index

The Marketing industry performed well but still **major concerns** around **family status, age, gender, ethnicity and disability** in our industry.

Locally

76%

of respondents **felt supported**. Strong mental health in the workplace.

# Diversity Results

## 2 key challenges in the market

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**women are still underrepresented** in higher positions despite overrepresentation at total levels

**48% vs 65%**

**ethnic minorities** are on par with national averages but **are paid less on average compared to white colleagues**

**at every level**

Are we willing to hold ourselves accountable?

Who is at your table?

Are we willing to address the ethnicity pay gap that's emerging in our industry?

# Inclusion Results

## Multiple challenges here too...

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Inclusion & Belonging Indices lower than the global benchmarks

**67% & 62%**

**Ageism** still a **challenge**, almost half of the respondents **say it plays a factor in stalling careers**. Also 1 in 3 **Women don't believe employees are treated fairly regardless of age**.

**45% & 33%**

**Ethnicity** was the **basis of the highest levels of discrimination**. More than 1 in 10 experiencing discrimination

**13%**

The burden of parenting which we have seen tending to fall on women came in strong with **more women respondents more likely to believe that family status can hinder their career**.

**52%** compared to

**27% for men**



Inclusion is the true  
measure of  
our diversity efforts



# IAPI is committed to help foster changes

## *Initiatives, Skills building & Resources*

### Talent Attraction

- **Open Doors** – Apprenticeship for underprivileged youths and ethnic minorities
- **Griffith College** - creative bursary for DEIS secondary schools
- **BiTC** (Mentoring Programme)
- **3<sup>rd</sup> Level Engagement** (TUD, TU Tallaght, DCU, UCC, Maynooth)



### Gender Balance

- **Female Futures Fund** – leadership programme
- Now at **40% of females on IAPI Boards** with 50% at Exec Management Level
- Vital now to **increase % of female Creative Leaders**



### Other Initiatives

- **Ageism in Advertising** – workshop addressing challenge of ageism in ad targeting
- Over 60s account for 50% of spending power but we only spend a fraction to attract them, 5<sup>th</sup> of Ad Spend
- **Futureheads** – more inclusive One2One Mentoring; Silver Linings & SMASH
- **Policies and Guidelines**



diversity and inclusion policy.

# Education a key focus

## 2021: 27 x Training Webinars

- John Fanning on Brand
- Finance for Account Managers
- Translating the Brief
- TAM Ireland
- The CX Factor
- World's most Effective Campaign
- How to Present with Impact
- FREE access to EACA training
- Discount for IPA training



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### April Insights Month

- Insights from a Futurist
- Insights from a Planner
- Insights from a Behavioural Scientist



- Think like a Client
- Leadership Masterclass
- Communicate with the over 60s



## Still a key focus in 2022...



**T DUBLIN iapi**  
TECHNOLOGICAL UNIVERSITY DUBLIN

# THIS IS YOUR YEAR

Enhance Your Career Through Education

Postgraduate Diploma / MSc. Degree in

Creative Commercial Communications

### 2021 - TUD Post-Graduate Diploma

- 5 out of 6 Modules completed - 60 students
- 29 guest lecturers – 60% from client brands/media owners
- 6<sup>th</sup> module on leadership in late Jan 2022.

### 2022 - Re-structuring the course

- 6 modules, pairs of 2, spread over 18 mths
- No Q4 courses
- 2 Modules = Post Graduate Certificate = 20 credits
- 3 x PG Certs = Post Graduate Diploma

# TALENT – 2022 Priorities

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RETENTION

D&I

ATTRACTION

EDUCATION





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## Priority 2 - Growth

Jonathan Conlon, Margaret Gilsenan, Abi Moran, Aoife McCleary, Emma Williams



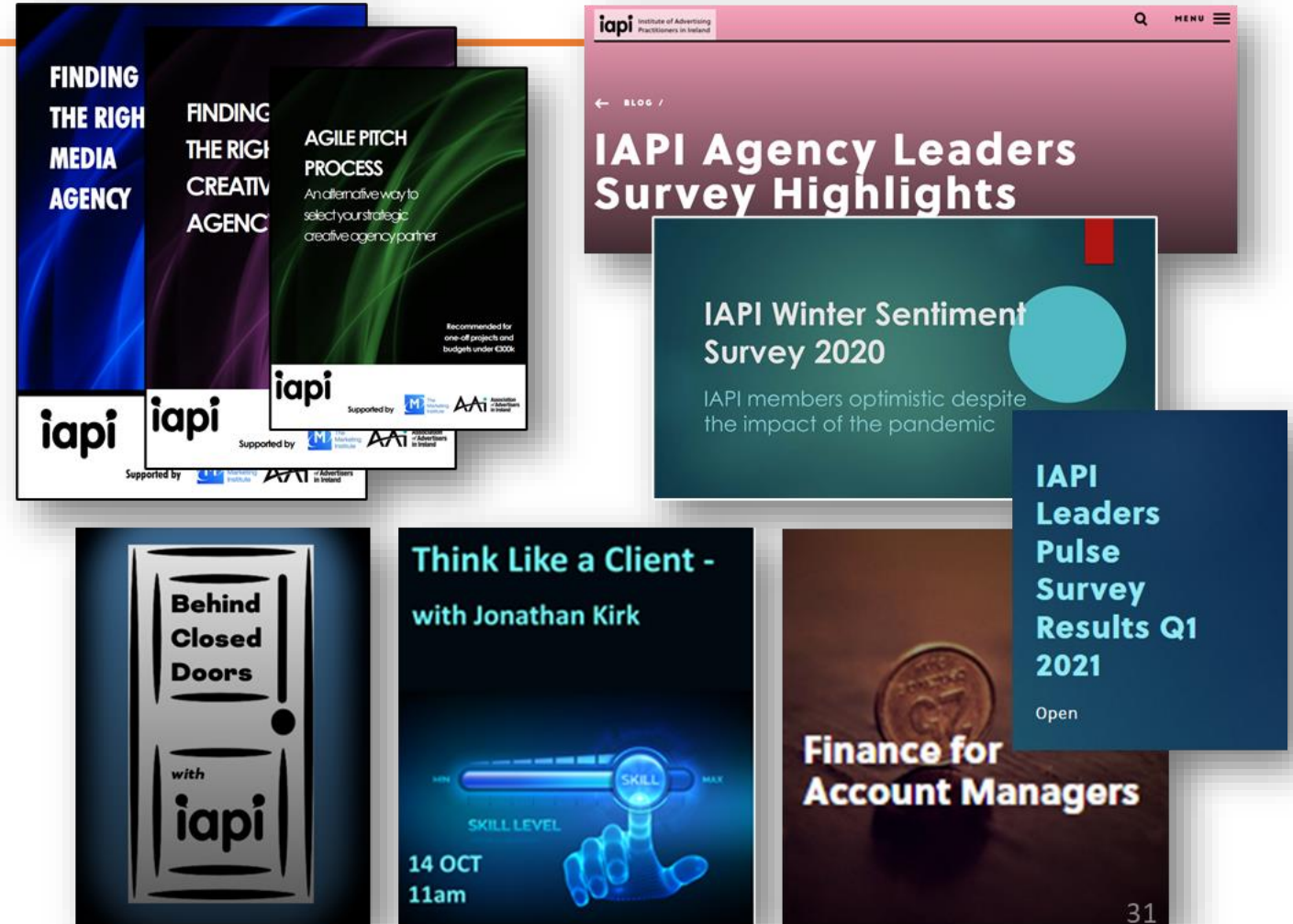
## 2021 Highlights



+500  
attendees  
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+300 video  
downloads



Numerous initiatives that help us drive world-class professional standards and report on industry trends



# Focus on Media

2021

18%

of client base is international

15% in  
2019

2021

11%

of the work is carried in  
international markets

Not  
previously  
recorded



# 11 Media specific events 763 attendees

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96 | 54

23 | 31

## Effie Awards Announces 2021 Ireland Winners

Awards and Events | 70 | Add to collection

in | | f |

Hosted by IAPI, over 600 agency folk and their marketing clients tuned into the online ceremony that was by Jennifer Zamparelli



### Damian Devaney: 'Access to the Effies is an opportunity for Irish creative agencies'

A stellar career across some of the world's best-known brands gives this marketing transformation specialist a unique insight into what really works

© Thu, Oct 28, 2021, 10:00

iapi Sponsored by IAPI



This year IAPI, the representative body for Irish advertising, introduced Effie Awards Ireland and appointed industry guru Damian Devaney as chair

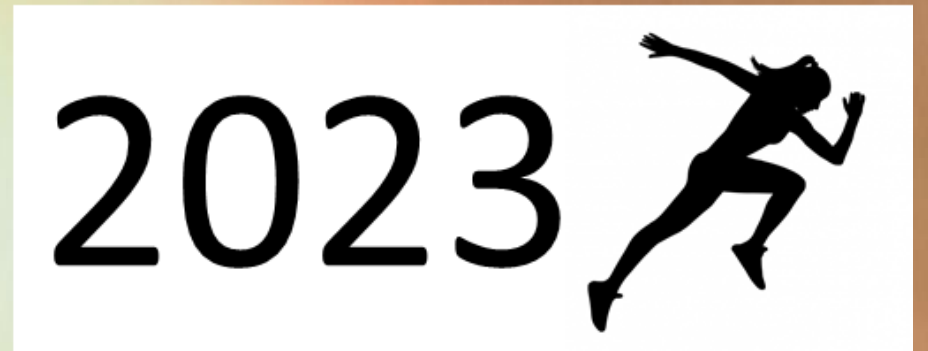
Premium

It's time for effective advertising campaigns to shine

John McGee







**2021**

**IRELAND'S MOST SUCCESSFUL  
YEAR TO DATE AT  
INTERNATIONAL AWARDS**

**1 GRAND PRIX**

**2 GOLDS**

**1 SILVER**

**2 BRONZE**









# YOUNG LIONS COMPETITIONS



## SILVER LION IN PR FOR IRELAND



Lughán Deane

Orna Clarke

# GN

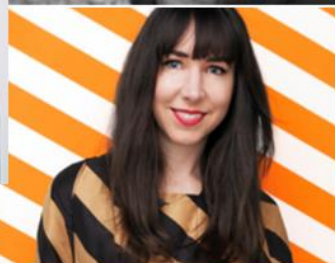
Ireland:  
*Where*  
Creative  
is Native







Little Black Book  
Celebrating Creativity



**14** interviews with Irish creatives

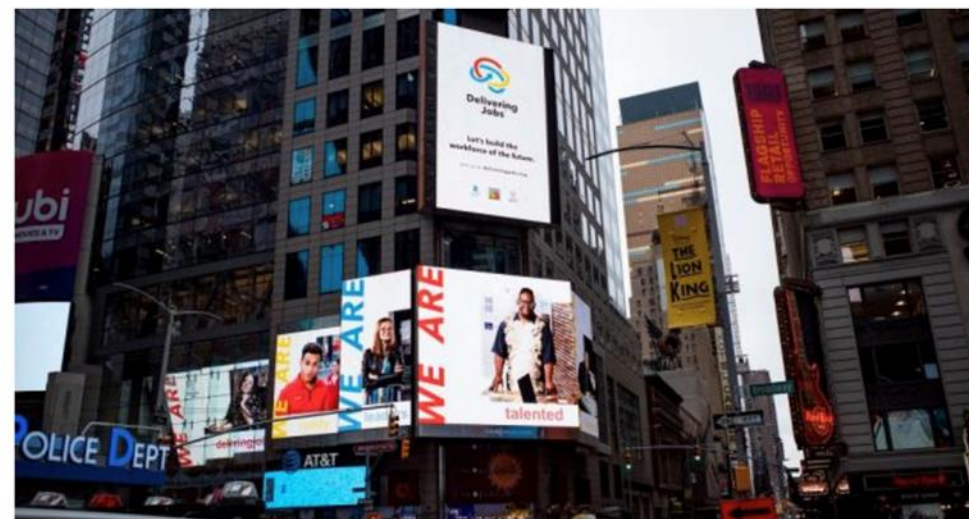
**4,290** domestic and international brand  
owners and creative folk reached

## A new generation of creatives are putting Ireland on the map for global brands

Ireland's advertising sector is in rude health thanks to young, innovative creatives who are producing world-class campaigns

© Wed, Aug 18, 2021, 10:00

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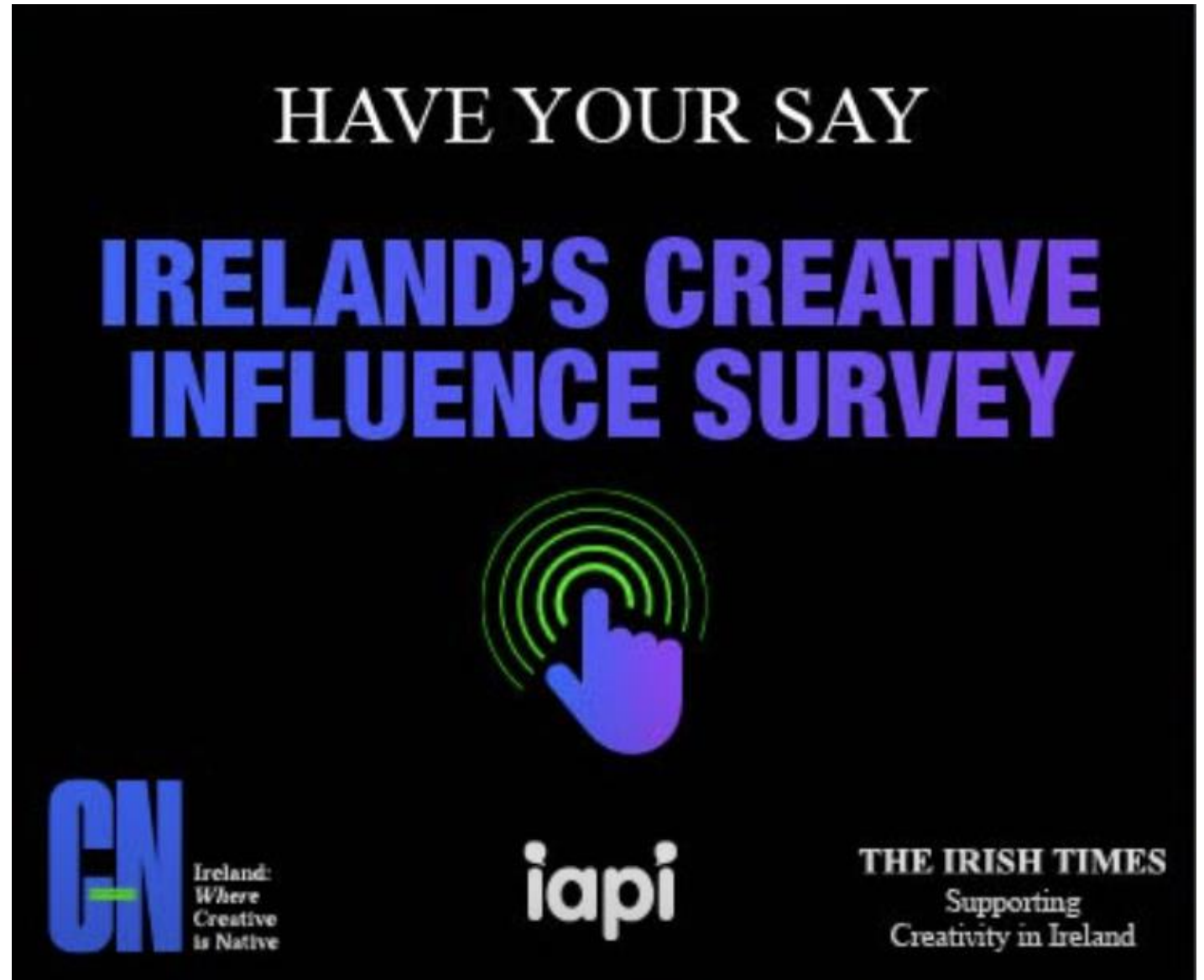
THE IRISH TIMES

**9** articles

**60,000+** domestic and international marketers,  
business folk and agency folk reached

The results  
are in...

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**224 RESPONSES**

**Three-quarters**

had experienced clients wanting to play it safe.

**60%**

claim our irreverent sense of humour as their top stimulus.

**68%**

said the quality of commercial creative work in Ireland is 'good' to 'excellent'.

**62%**

of respondents are 'very proud' or 'proud' to be working in the Irish commercial creativity industry.

**9 out of 10**

said that Irish culture and environment fuel the quality of creative output.

2022



US MARKET ROADSHOW



37 FRESH SUBMISSIONS



OVERSEAS PROMOTION



# Looking towards 2022

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**8** DECENT WORK AND  
ECONOMIC GROWTH



**8**

**Promote sustained, inclusive and sustainable  
economic growth, full and productive employment  
and decent work for all**





# Priority 3 - Sustainability

Abi Moran & Fiona Field



# AD NET ZERO

ALL FOR NONE

Advertising's response to the climate emergency





71%  
are worried  
about the negative impacts of our  
industry on the environment





**91%**

**agree** that knowing  
their organisation was taking climate action  
would improve their  
job satisfaction



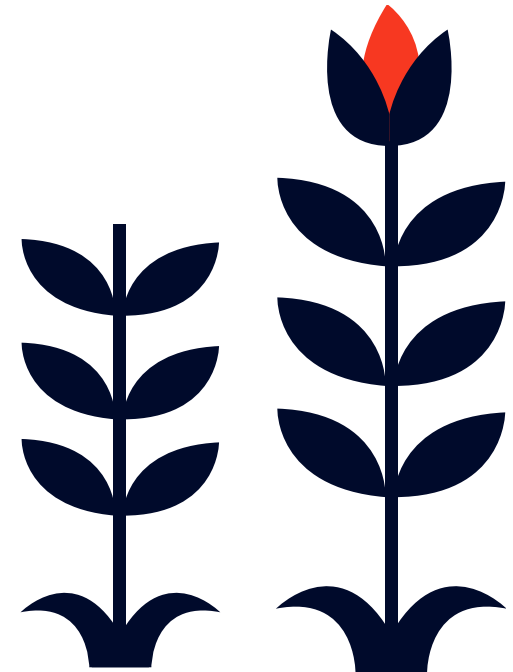


OVERALL AMBITION:

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NET ZERO BY

2030







## ACTION 1:

Get Our House in Order  
- Advertising Business Operations

Businesses to commit to net zero by 2030: measure carbon footprints, reduce emissions, and offset to remove whatever cannot be avoided.

Measurement framework now in place - Ad Net Zero supporters to report carbon data as industry proxy

[How To Measure Advertising Operation's Carbon Emissions](#)  
Konrad Shek, Director of Policy, Credos





## ACTION 2:

### Curb Emissions from Advertising Production

Commit to zero waste / zero carbon production, using resources and tools such as the new carbon calculator



AdGreen Measuring & Reducing Production Emissions  
Jo Coombes Project Director, and Sophie Broadbent,  
Calculator Project Manager, AdGreen





## ACTION 3:

### Curb Emissions from Media Planning & Buying

IPA Media Futures Group's Climate Charter to enable media planning and buying choices to be made with carbon impact front-of-mind.

The Media Carbon Calculator was launched on the 9<sup>th</sup> of June. The Charter has been created by the IPA Media Climate Future Group and funded and supported by the IPA Media Futures Group and other leading IPA media agencies.

IPA Media Climate Charter  
Nigel Gwilliam, Director of Media Affairs, IPA, Jack Monaghan, Senior Insight Manager, RapportWW and Pauline Robson, Head of Blink





## ACTION 4:

Curbing Emissions Through Awards and From Events

Build sustainability credentials into awards judging criteria, and encourage sustainable planning for industry events

New award standards in development, plus isla partnership established to set best practice for industry events





## ACTION 5:

Harness Advertising's  
Power to Support Consumer Behaviour Change

Influence strategy & content through  
initiatives like #ChangeTheBrief,  
and support Government in the run  
up to COP26





## Effective ad campaigns are making UK's carbon emissions problem worse

Advertised Emissions in the UK in 2019 were responsible for more than 186m tonnes of carbon dioxide equivalents – almost half the size of the UK's total domestically-produced emissions.

It is equivalent to 47 coal-fired power plants running for one year and is adding an extra 28% to the annual carbon footprint of every single person in the UK.

# Setting up Ad Net Zero in Ireland



- The Ad Net Zero brand, strategy and programme of tactics can be replicated for the Irish market
- Onboarding and management of supporters can be approached in a similar way to the UK
- Initial resourcing – 1 x project manager with experience of Irish market, Sustainability and Marketing/Comms
- The project manager would work closely with the UK team, attend Steering Group and Working Group meetings and embed key learnings into the Ad Net Zero Ireland programme
- Collaboration with **MII, AAI, CPI & IAPI**





The pressing challenge of climate change requires a system-wide and fundamental response from our industry to change the way we work in order to change the work we make. This new training qualification arrives at the right moment for us to take responsibility as individuals to learn and put into practice techniques and approaches that are all geared towards positive climate action. I encourage everyone in our industry, from brands through to agency teams, from media-owner sales teams to ad tech providers, to take the time to achieve this qualification.



Sebastian Munden, EVP and General Manager, Unilever UK & Ireland

# Ad Net Zero Essentials

- A new qualification to help people working in the advertising and marketing services industries understand the climate crisis and the actions to achieve net zero emissions from the development, production and media placement of advertising by 2030.
- Through 10 hours of online learning, this certification aims to empower individuals with the knowledge and practical skills to become genuine agents of change and positive action.



# A look ahead

Sean Hynes



# Closing remarks

Charley Stoney