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## IAPI puts out call for doyenne award



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The Institute of Advertising Practitioners (IAP) seeks entries for its second annual industry doyenne award. The initiative was launched by the institute last year to help address the under-representation of women at senior management level in adland. The inaugural winner was Epsilon's Estelle Gorby (pictured above). Nominations are open until February 16. The winner will be announced in early March, ahead of International Women's Day.

Meanwhile, IAP is to announce a new initiative to encourage young creatives to attend this year's Cannes Lions Festival with a competition for creatives aged 28 and under. The Cannes Young Lions competition is run in tandem with Google and Shutterstock. Four young creatives will be sent to represent Ireland at Cannes in June. The details for a three-year creative strategy will be announced at a briefing next Friday by IAP chief executive Tania Banotti.

Guy Abrahams, worldwide strategic marketing director for ZenithOptimedia and a Young Lions judge last year, will chair the Irish judging panel. He will give insight into what it takes to win a Young Lion award and will explain the judging process and scoring systems. IAP has partnered with Multiple Sclerosis Ireland to provide the brief. Just 36 people from Ireland attended the festival in the south of France last year, out of a total of 12,000 delegates.

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