

ISBA

Your ISBA Membership



One
Voice

About ISBA

ISBA enables advertisers to **understand their industry and shape its future.**

ISBA brings together a powerful community of marketers with common interests, **empowers decision-making** with knowledge and insight and **gives a single voice to advocacy** for the improvement of the industry.

ISBA provides value to its members every day. Through ISBA marketers have access to tools, insight and guidance to stay at the forefront of the industry.



Team benefits

Adding value across your business

Senior Marketer	Marketing Procurement	Legal	Media	Public Affairs
Recognition that you are a responsible advertiser, shaping industry change	Develop a deeper understanding of the priorities and challenges facing marketers	Agency contract templates and best practice guidance	Drive change participating in our Media Groups	Dedicated Public Affairs Group
Stay ahead of emerging trends, critical industry updates and initiatives	Work with peers to shape the future of marketing procurement	Help shape our future contract resources and guidance, to be a leader in creating a more transparent and effective advertising industry	Stay informed through dedicated comms	Sector specific working groups such as HFSS, alcohol and gambling
Senior roundtables, forums and events and individual briefing sessions with ISBA Director General	Network with fellow marketing procurement professionals	Keep up to date on advertising legal topics via our seminars	Networking and virtual knowledge sessions	Insight and intel on the coming General Election
Access to our Knowledge Hub, member groups, learning and development and member-only events for your team	Agency service support on how to build a competitive and effective agency relationship	Dedicated legal helpline	Access to industry experts, media support, tools and resources	Support and guidance on important industry issues e.g. brand safety

ISBA Groups

- ISBA groups are advertiser-only forums, open to members who want to **share opinions and learnings with peers** from a range of sectors
- Over 600 marketers participate in one or more of the ISBA groups and value the opportunity **to learn while helping ISBA establish best practice and shape the industry**
- The groups meet in a mixture of virtual and face-to-face 5 times a year
- If you are interested in finding out more about the ISBA groups please email: claudiak@isba.org.uk

Find out more here:

Media Focused Groups

TV & Video
Media Leaders
Insight & Effectiveness
Performance & Programmatic

Government and Regulation Focused Groups

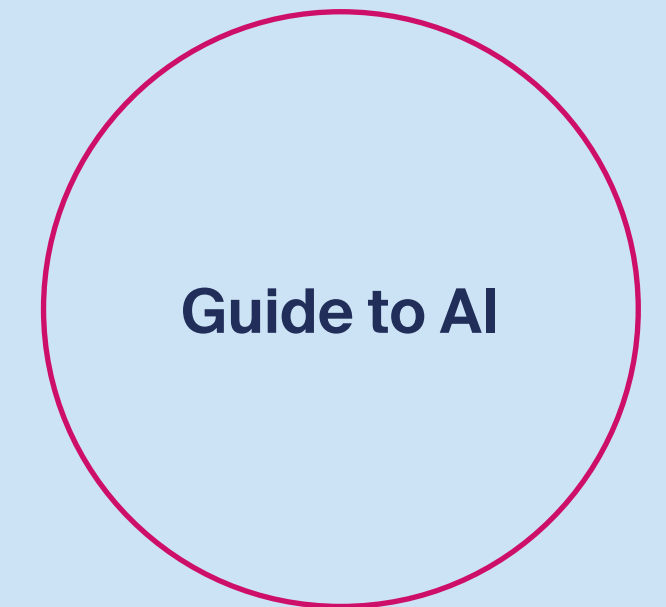
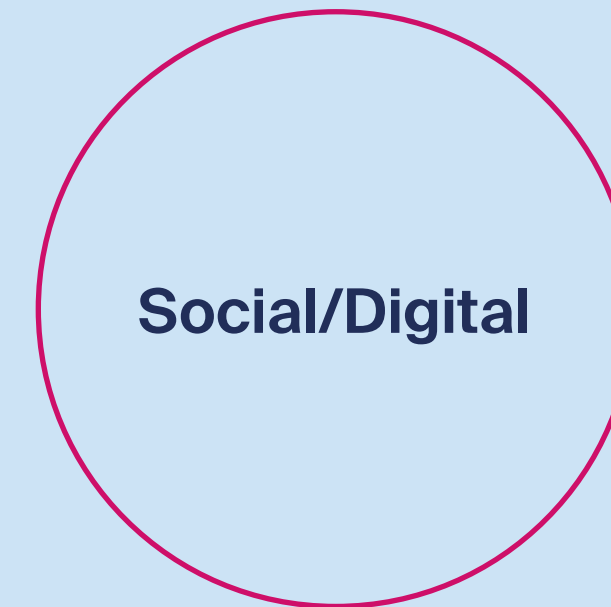
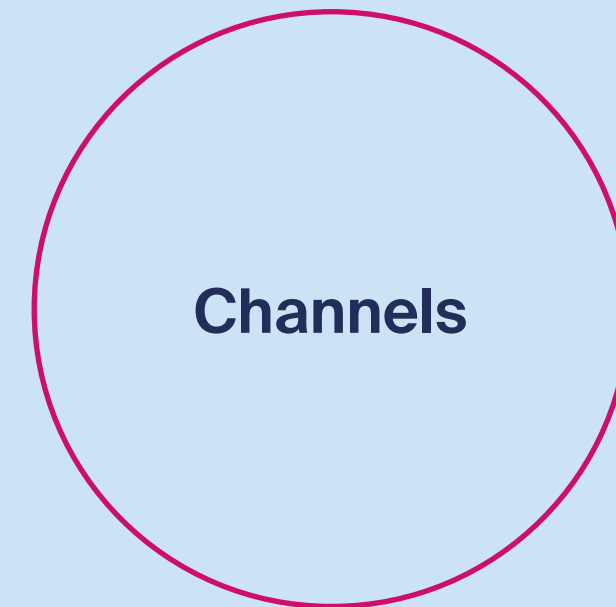
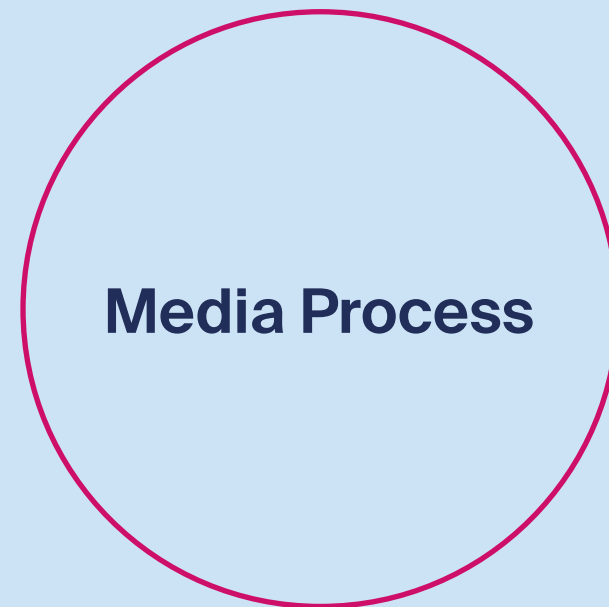
Digital Governance
Strategic Policy Action Group
Food & Drink Working Party

Special Interest Groups

Future Operating Models Forum
Inclusion Network
Influencer Marketing
Sustainability Forum
Marketing Procurement
Retail Media

KNOWLEDGE SESSIONS

This packed programme covers 28 bite-size sessions that broadly fit into 7 areas:



View:

Register at:

Visit:

Visit:

To receive invitations to join future sessions

Search 101 to see previous sessions

To book on upcoming sessions



ISBA Media Certification

Media Foundation Certificate

This programme curates a range of ISBA's 101 Knowledge Sessions that cover the principals of media discipline and techniques. It is designed to help marketers get the basics right as they progress in their roles and learn best practice along the way. The sessions can be viewed live or on demand via ISBA's Knowledge Hub. Once all online learning has been completed, participants will incorporate their learnings from the course and work in groups to present a media planning and comms plan.

Media Excellence Certificate

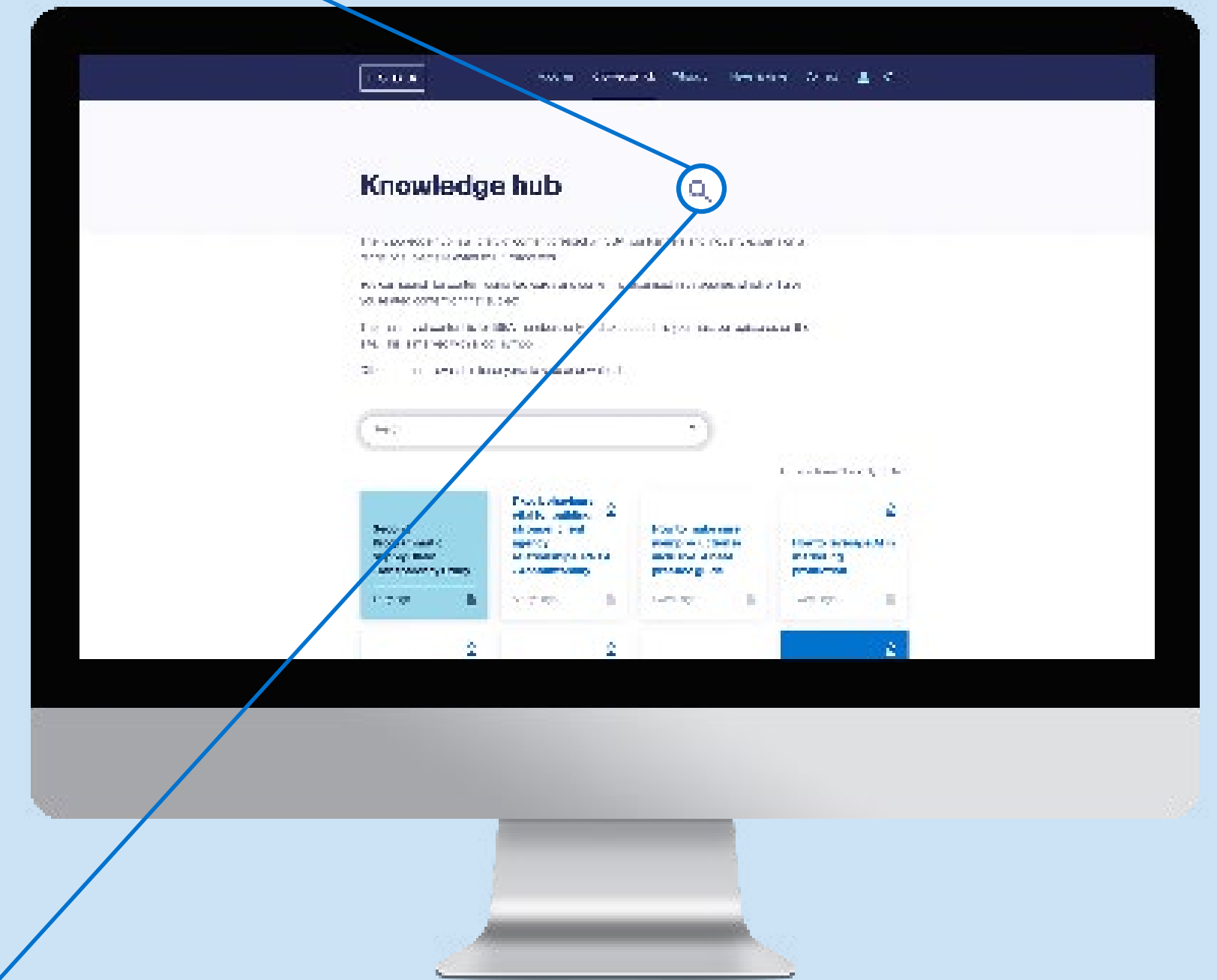
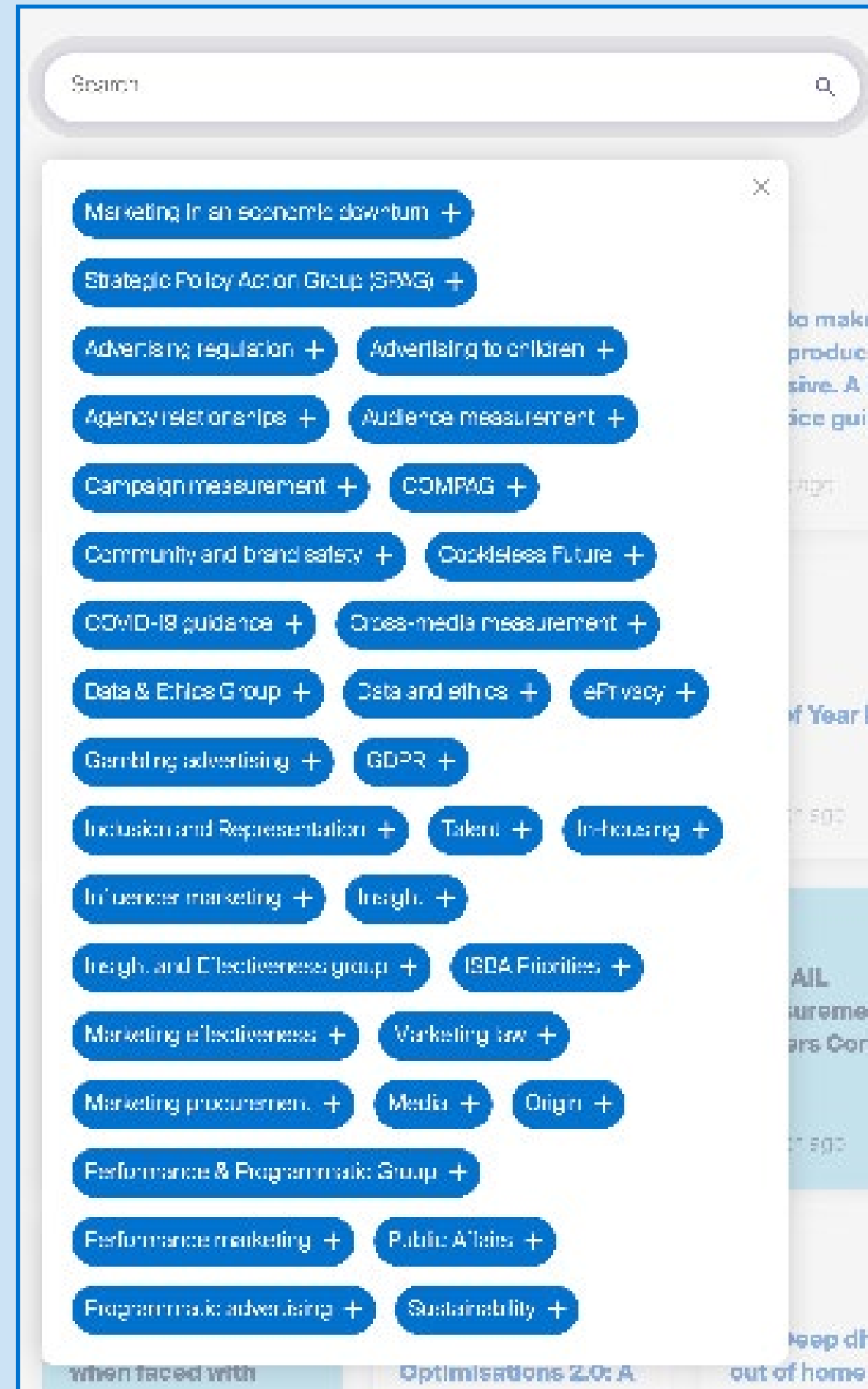
ISBA have partnered with The Aperto Partnership to deliver this programme which enables ISBA members to learn alongside their peers, defining their individual learning goals and at the end create an action plan of measurable objectives. This is aimed at media specialists at advertisers and typically, with 7-10 years' experience. Candidates will be heavily involved in the management of media agency relationships and media operations within their company.



Knowledge Hub

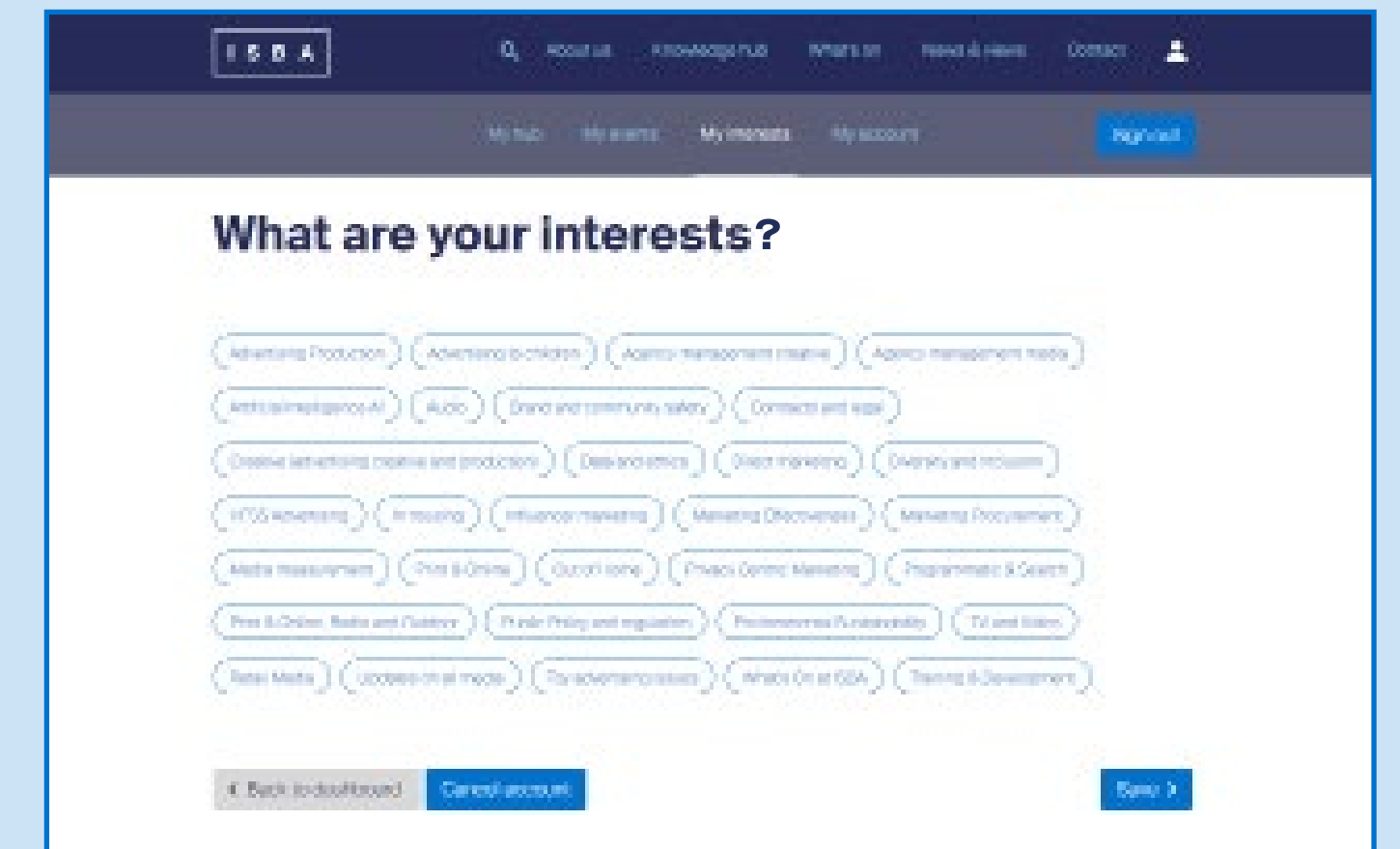
The [Knowledge Hub](#) is a library of content created by ISBA, our partners and industry experts on a range of subjects relevant to UK marketers.

You can search for content using keywords and content is organised in categories which will give you related content on that subject. You will need to be registered on our website to be able to view and download content.



Registering on our website

- First time logging in you will need to register at: www.isba.org.uk
- You will need to create a username by clicking 'Login or register' at the top right hand side of the page
- Use your work email address and it will recognise you are a member by your email domain
- You will be prompted to choose your areas of interest and then verify your email address (please check your junk emails too)
- You will then be able to view the knowledge hub, download content, book on and view previous events
- If you have any queries, please email Georgia



Set your areas of interest to see recommended content on the hub and receive tailored communications.

Member focus sessions

We can deliver briefing sessions to your team either virtually or face-to-face. ISBA specialists will take your team through:

Media

An update on the key challenges that marketers face today which can include:

- Accessible Advertising & Inclusive Media
- Cross-media measurement – The Advertiser’s North Star through Origin
- Effectiveness
- Future of TV – emergence of streaming platforms and growth of connected TV
- Media inflation
- Retail Media
- Supply chain transparency & Privacy

Agency Services

Agency Services is focused on helping members maximise the results from their agency relationships through:

- Understanding commercial norms, options and benchmarks.
- Contracting best practice
- Approaches to agency management

Focus sessions include:

- Media Agency Contracting – Achieving transparency and aligning financial interests
- Agency Management Resources – How to build high performing agency relationships
- Generative AI Contracting with Agencies: Responsible adoption

Member focus sessions

Public Affairs and Regulation

- The roles of the ASA, CAP/BCAP, Clearcast, and our fellow trade bodies

Understand how we are playing our part in building a better industry:

- Industry initiatives on diversity & inclusion, green claims & sustainability, and accessibility

Updates on the issues impacting advertisers and marketers:

- What the coming General Election means for marketers
- How a change in government might bring closer scrutiny
- The changing debate around online harms and brand safety online
- Sector-specific changes - from food & drink, to gambling and alcohol

Team Update

Briefing on the full ISBA resource and how to make the most of your membership, including:

- ISBA's purpose and principles
- Our groups
- How ISBA can support on personal development for your team
- How to navigate our website (how to sign up, using the knowledge hub, booking on to events, viewing previous events, downloading content)
- Our partners

Making the most of your membership

- Encourage colleagues to visit www.isba.org.uk to find out more about what they have access to
- Share ISBA content throughout the business as there is no limit on the number of people who can participate
- Consider joining one or more of ISBA's groups to share learning with peers and help shape the industry
- Talk to us! We have a great team on hand to discuss your advertising challenges
- Invite ISBA to deliver a focus session to your teams
- Email: [Jane Pinn](mailto:jane.pinn@isba.org.uk) or [Georgia Bun](mailto:georgia.bun@isba.org.uk)

Register at: