

IAA Chapter Excellence Compass Award – Submission Criteria 2020/2022

Aligns with IAA’s Brand and Value proposition as “the global compass of marketing communications”. It is awarded to the IAA Chapter judged to have made the best overall contribution to achieving the aims and objectives of the IAA during 2020/2022

SUBMISSION OF PRESENTATION

Please prepare your Chapter’s submission presentation, addressing the nine criteria below as a PDF file of **maximum 30 pages** including Covers.

DEADLINE FOR CHAPTER SUBMISSION TO BE RECEIVED: 15 DECEMBER 2023

IAA Chapter Excellence Award – Submission Criteria

1. Please provide the Chapter’s Mission Statement describing how the Chapter’s Business Plan aligns to this and the IAA’s Global Brand and Value proposition
2. Please list the Chapter’s Board Members and their specific portfolios.
3. Please detail the Chapter’s Current Membership i.e., Individual, Corporate, Young Professionals, Academic. Define Industry Groups within the Membership (Media, Agency, Digital etc). Growth patterns and declines during 2020/22 providing examples of how these have been addressed.
4. Please detail how the Chapter communicates with its members and the wider marketing communications industry, including public relations and awareness campaigns. Please provide examples of such communications.
5. Please provide links to the Chapter website and other social media channels highlighting specific examples of communication during 2020/22 of value to this submission.
6. Chapter’s Events and Activity programs. How these were impacted during 2020/22 and how has the Chapter adapted and has grown these programs. Please Provide examples.
7. Please detail the Chapter’s Public Awareness, Advocacy, Self-Regulation and DEI programs during 2020/22 and how the Chapter has adapted and grown these programs. Please provide examples.
8. Education and Professional Development Programs provided for the Membership 2020/22, in particular Young Professionals and Future Talent audiences.
9. In conclusion, please provide an overview of sustainable programs developed for 2023 and beyond, their alignment with global IAA Brand and Value propositions, anticipated or proven outcomes in providing value for Chapter members at all levels.

IAA Chapter Excellence Award 2023

Please submit your Presentation in PDF format only. Maximum of 30 Pages including covers.