ISBA

Your ISBA Membership

Explore here



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	Keep up to date on the latest agency remuneration trends	Agency contract templates for Media, Creative, Influencer, and Gen AI services, as well as best practice guidance	Understanding the big challenges in media and working collectively to educate and drive change	Dedicated Public Affairs Forum
Stay ahead of emerging trends, critical industry updates and initiatives	Network with fellow marketing procurement professionals	Help shape our future contract resources and guidance; 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, events and individual briefing sessions with ISBA Director General	Learn about the key challenges facing marketing departments	Keep up to date on advertising legal topics via our seminars and newsletters	Networking, dinners and virtual knowledge sessions	Insight and intel on policies of the new Government and Opposition
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	Legal helpline	Access to industry experts, media support, tools and resources	Support and guidance on important industry issues, from sustainability to 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 700 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
- Each group meets on average 5 times a year with a mixture of virtual and in-person meetings at ISBA
- If you would like to find out more then please get in touch with: **BinaB@isba.org.uk**

Find out more here: ISBA Groups

Media Focused Groups

TV & Video
Media Leaders
Insight & Effectiveness
Digital Performance

Government and Regulation Focused Groups

Public Affairs Forum
Food & Drink Working Group

Special Interest Groups

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

101 KNOWLEDGE SESSIONS

This packed programme covers over 30 bite-size sessions that broadly fit into six areas:

- **Foundations of a successful media strategy**
- **Brief writing for effective media planning**
- **Media process**
- **Creative process in media management**
- **Channel deep dive**
- **Understanding the digital landscape**

Register at:

www.isba.org.uk

To receive invitations to join future sessions

View:

101 Knowledge Sessions

Visit:

Knowledge Hub

Search 101 to see previous sessions

Book:

What's on

Sign up for upcoming sessions

ISBA Media Certification

Media Foundation Certificate

This programme curates a range of ISBA's 101 Knowledge Sessions and is your gateway to mastering the ever-changing world of media. We created this programme to empower marketers with the essential tools, knowledge, and strategies to stay ahead in today's fast-paced industry. With dynamic subjects across focused modules, you'll dive into everything from media planning to creative execution, collaborating with agencies, and navigating modern and traditional media channels. Whether you're an industry newcomer or a seasoned professional, this programme delivers powerful insights that will elevate your marketing game, whilst obtaining a CPD Accredited Certification. Our online sessions are designed to be insightful and actionable. At the end of the programme, you'll be able to put all your learnings into practice at our vibrant, hands on programme end practical. You'll meet like-minded professionals, make valuable connections, and put your learning into practice in an exciting, real-world environment. Don't just keep up with the industry — get ahead of it!

Find out more

Media Excellence Certifcate

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, whilst obtaining a CPD Accredited Certification. 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.

Find out more

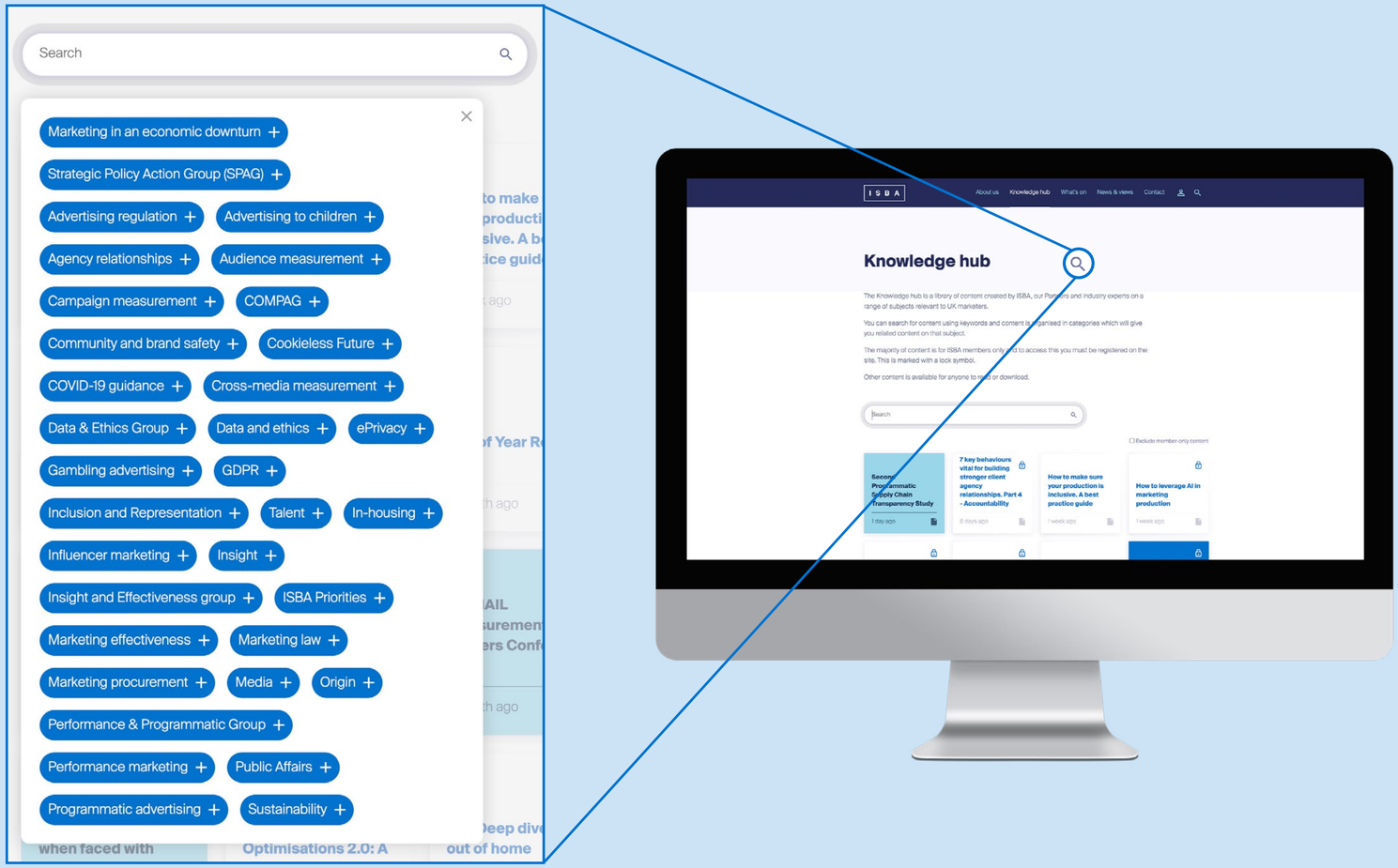
Knowledge Hub

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.

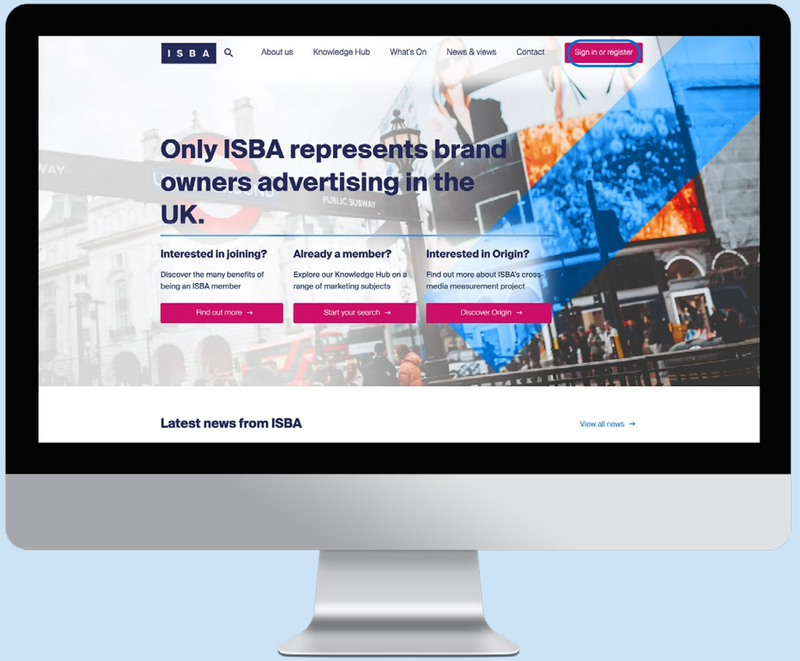
How to register

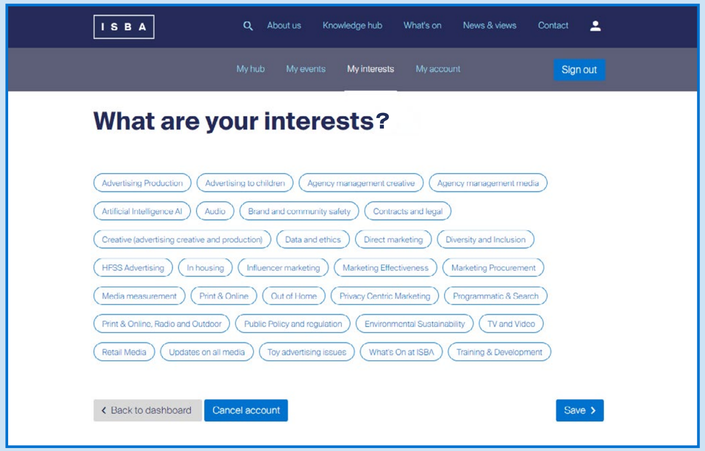
To see our Guide to the Knowledge Hub scan the code below:



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 ‘Sign in 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 **Bina**





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:

- Latest agency remuneration trends (benchmarks, surveys and best practice guides)
- Contracting best practice
- Approaches to agency management
- Workshopping industry challenges with our marketing procurement group

Focus sessions include:

- Creative & 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

Continue

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 developments in the new Parliament mean for marketers
- How a change in government is transforming the debates around advertising
- Fresh controversies around online harms and brand safety online

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

ISBA's partners

ISBA works with a select group of carefully chosen partners from across the industry to provide our members with access to knowledge and insights on a range of relevant industry issues, challenges and trends. Each partnership is designed to add value for our members, sharing ideas and best practice solutions on core themes and issues.

AAR
Marketing consultants specialising in agency search and selections as well as operating models
https://www.isba.org.uk/partner/aar

Adform
A powerful and safe media buying platform which enables brands, agencies, and publishers to create, buy, and sell digital advertising globally

https://www.isba.org.uk/partner/adform

Alchemists
Marketing consultants specialising in Generative AI and commercial models
https://www.isba.org.uk/partner/alchemists

Claire Randall Consulting
A strategic production management consultancy helping to optimise production spend
https://www.isba.org.uk/partner/claire-randall-consulting

COMvergence
A research firm specialising in providing in-depth insights into the media and advertising landscape
https://www.isba.org.uk/partner/comvergence

Ebiquity
Media investment analysis providing services in media management, media performance, marketing effectiveness, technology advisory and contract compliance
https://www.isba.org.uk/partner/ebiquity

Ekimetrics
Data science for business with a focus on marketing effectiveness, data opportunities
https://www.isba.org.uk/partner/ekimetrics

Financial Progression
Specialise in contract compliance audits of marketing services agencies – creative, media and BTL agencies
https://www.isba.org.uk/partner/financial-progression

Kepler
A marketing transformation media agency specialising in consumer behaviour, media platforms and data
https://www.isba.org.uk/partner/kepler-emea

ISBA's partners

LEAD
Consultants that specialise in in-housing, technology, data mapping and talent
https://www.isba.org.uk/partner/lead

Media Marketing Compliance
Independent consultancy in financial media and marketing compliance
https://www.isba.org.uk/partner/media-marketing-compliance

mediasense
An independent advisor that specialises in media agencies and the media landscape, creative agencies and the creative landscape and the growing use of AI in the agency landscape
https://www.isba.org.uk/partner/mediasense

Overline
Marketing consultancy specialising in marketing strategy, retail commerce & marketing, MarTech, Data & AI and business processes
https://www.isba.org.uk/partner/cve

Responsible Marketing Advisory
An independent marketing company that specialises in operating structures & in-housing, supply chain efficiencies, data & compliance, audience & communities
https://www.isba.org.uk/partner/responsible-marketing-advisory

Rightspend
Specialises in marketing cost analysis and agency compensations assessment and review
https://www.isba.org.uk/partner/rightspend

Social Element
A social marketing agency with a focus on being socially valuable and safe
https://www.isba.org.uk/partner/social-element

Talent Wire
Experts in managing, buying and negotiating rights and infringement risks
https://www.isba.org.uk/partner/talent-wire

The Aperto Partnership
Independent media consultancy that specialises in media investment, how to work with media agencies and media auditors, media operating models, running media pitches
https://www.isba.org.uk/partner/aperto-partnership

The Quarterback
Legal services provider specialising in media and creative non-transparent financial and operating practices
https://www.isba.org.uk/partner/quarterback

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** or **Bina Booth** or see our team page here: **ISBA | People**

Register at: **www.isba.org.uk**