

Overview of the 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 400 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 virtually every 4 to 6 weeks for approximately 1 hour
- You can see more detail on the groups below. If you would like to find out more then please get in touch with claudiak@isba.org.uk

ISBA

ISBA Groups

- COMPAG (Marketing Procurement)
- Data & Ethics
- Diversity & Inclusion Network
- Future Operating Models Forum
- Influencer Marketing
- Insight & Effectiveness
- Media Leaders
- Performance & Programmatic
- Strategic Policy Action Group
- TV & Video

2021 Dates

One
Voice

Exploring innovations and seeking solutions to key communication issues encountered by ISBA's Marketing Procurement community; we work together to collectively develop the marketing procurement function and its effectiveness; both internally within member companies and across the agency landscape.

We do this by sharing best-practice information; producing best-practice guidance; hosting virtual meetings; and tackling industry issues.

This group would be of interest to any member involved in agency management, procuring agency or media services.

Further reading: [COMPAG](#); [Agency Management](#)

COMPAG
(Marketing Procurement)

One
Voice

This group works to shape and understand regulation and legislation and addresses digital responsibility and emerging trends around ethics and privacy.

The group seeks to understand the digital ecosystem, recognise the tensions between the parties involved, and share a collective interest in solving industry-wide challenges.

This group would be of interest to marketers who digital marketers, privacy officers, legal officers and corporate affairs.

2021 Priorities

- UK Government's new National Data Strategy %European Union's planned Digital Services Act
- Data sharing challenges
- Demise of third party cookies
- Data ethics
- Walled gardens

Further reading: [Data & Ethics](#)



**Chair: Hitesh Bhatt, Senior Manager, Head of Ad Tech & Digital Tech
Lloyds Banking Group**

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Data & Ethics

One
Voice

The ISBA Diversity and Inclusion Network is working with ISBA members and the wider marketing communications industry to ensure all marketing communications and advertising produced is fully representative of contemporary society by 2024.

The group is made up of individuals with varying responsibility within their organization from marketing director to diversity and inclusion lead highlighting the impact that D&I has across all levels within our members.

There are a number of resources available under the Diversity & Inclusion area of our website to support brands, such as our toolkit 'Representation of a Nation' which will evolve to support brands on their journey.

The group is of interest to all levels with an interest in incorporating diversity and inclusion within their marketing, marketing comms and advertising.

Further reading: [Diversity & Inclusion](#)



**Chair: Kerry Chilvers, Brands Director
Direct Line Group**

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Diversity & Inclusion

One
Voice

A forum for members to discuss key challenges around the in-housing journey, understanding what the right operating model in order is to get the best commercial results. e.g., understanding and controlling data, retaining talent and skillsets required, in housing vs agency.

Members are invited to share learnings from different in housing experiences, gain different perspectives and hear from industry thought leaders in all areas from platforms to people to processes.

Further reading: [In-housing](#)



**Chair: Matt Pollington, Director of Performance Marketing
Made.com**

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Future Operating Models

One
Voice

The Group is focused on two main tasks: continuing constructive dialogue with regulators; and the composition of a Code of Conduct for influencers, agencies, and brands, with the goal of raising standards, ensuring regulatory compliance, and enabling our members to employ authentic and effective influencer marketing.

This group is aimed at members from across disciplines with involvement in influencer marketing, from legal officers to social media managers and marketers who manage their brand's influencer relationships

Further reading: [Influencer marketing](#)



**Chair: Joanne Loughrey, Associate General Counsel
L'Oréal**

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Influencer Marketing

One
Voice

With brands under greater pressure than ever to demonstrate the effectiveness and value of their media investments this group addresses key challenges such as digital audience measurement, cross-media/ channel measurement, balanced attribution solutions and long-term vs short term. This group is ideal for marketers with an interest in media effectiveness and keen to work with other members to develop best practice.

2021 Priorities

- Effectiveness culture
- Covid-19 challenges
- Measurement
- Insight

Further reading: [Marketing effectiveness](#)



Co-Chairs:
John Perella, Head of Communications Evaluation
Tesco

Carl Bratton, Head of Marketing Effectiveness
Direct Line Group

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Insight & Effectiveness

One
Voice

This group is made up of experienced media practitioners champions the needs of UK advertisers by working with media owners, tech vendors and other industry bodies to achieve transparency, accountability, consistency in measurement and greater brand safety in media.

2021 Priorities

- Media measurement (Origin)
- Sustainable media practice
- Brand safety and media planning in a post COVID-19 world

Further reading: [Origin - Cross media measurement programme](#)



**Chair: Lisa Walker, Head of Media & Sponsorship
Vodafone**

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Media Leaders

One
Voice

This group is made up of senior representatives from all market sectors, sharing their expertise, insight and challenges working within this rapidly developing media environment.

The group develops best practice across digital channels while keeping a clear focus on innovation, measurement and changes in the media landscape.

This group would be of interest to marketers who are specialists in performance and programmatic marketing.

2021 Priorities

- Supply path optimisation for display
- Demise of third party cookies & impact on advertisers
- Future of media tech 2022

Further reading: [Programmatic advertising](#)



Co-Chairs:
Alison Thorburn, Group Digital Accelerator
BT

Matt Cocquelin, Digital Acquisition Manager
TSB

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Performance & Programmatic

One
Voice

This group is for representatives across disciplines and across sectors who are striving to meet – and shape – the big issues confronting advertising and marketing.

It maintains a focus on public policy and is a forum for us to discuss common issues, but also takes a wider view on trends in our industry and the strategic challenges. It provides a space for cross-cutting conversations with leading figures from a range of organisations, while also facilitating engagement with policymakers and regulators.

This group would be of interest to any members involved in public and corporate affairs or with an interest in political, legislative and regulatory developments.

Further reading: [Policy & regulation](#)

Strategic Policy Action Group

The TV industry is fundamentally changing both in the way TV is consumed and delivered with an increasingly fragmented landscape.

This group, made up of media leads, seeks to ensure there is knowledge to allow our members to navigate this new AV world whilst at the same time, relentlessly challenge the marketplace so that advertisers' interests are protected, and the effectiveness of their campaigns can be truly measured.

2021 Priorities

- Measurement
- Advanced TV
- TV trading

Further reading: [TV advertising – evolving model](#)



**Chair: Sam Taylor, Head of Commercial & Performance Marketing
Direct Line Group**

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TV & Video

One
Voice

Month	Media Leaders	TV & Video	Insight & Effectiveness	Performance & Programmatic	Data & Ethics	COMPAG (Marketing Procurement)	Diversity & Inclusion	Strategic Policy	Future Operating Models	Influencer Marketing
Jan		12 th 10:00 – 11:00	27 th 10:00 – 11:00	14 th 10:00 – 11:00	19 th 14:00 – 15:00	20 th 10:00 – 11:30	26 th 10:00 – 12:00			
Feb	3 rd 10:00 – 11:00								10 th 10:00 – 11:00	
March	9 th 10:00 – 12:00	3 rd 10:00 – 11:00	25 th 10:00 – 11:00	16 th 10:00 – 11:00		24 th 10:00 – 11:30		11 th 14:00 – 15:00		17 th 10:00 – 11:00
April	28 th 10:00 – 11:00	22 nd 10:00 – 11:00					6 th 10:00 – 11:00		7 th 10:00 – 10:40	
May		26 th 10:00 – 11:00	12 th 10:00 – 11:00	5 th 10:00 – 11:00	6 th 15:00 – 16:00		18 th 11:00 – 12:00	11 th 10:00 – 11:30	27 th 10:00 – 10:40	
June	30 th 10:00 – 11:00		23 rd 09:30 – 10:30							
July		7 th 10:00 – 11:00		21 st 10:00 – 11:00	27 th 14:00 – 15:00		13 th 10:00 – 11:00		20 th 10:00 – 11:00	22 nd 15:00 – 16:00
Aug										
Sep		7 th 10:00 – 11:00	2 nd 10:00 – 11:00	29 th 10:00 – 11:00				8 th 10:00 – 11:30	21 st 10:00 – 10:40	15 th 10:00 – 11:00
Oct	7 th 10:00 – 11:00	19 th 10:00 – 11:00			5 th 14:00 – 15:00		26 th 10:00 – 11:00			
Nov			25 th 10:00 – 11:00					30 th 10:00 – 11:30	2 nd 10:00 – 11:00	
Dec	15 th 10:00 – 11:00	8 th 10:00 – 11:00		1 st 10:00 – 11:00	7 th 14:00 – 15:00					14 th 10:00 – 11:00