



Dear \${FNAME|Customer|Guest}\$

## Welcome to the ISBA Inclusion Update for February 2024

**Improving accessibility in advertising** is a key priority for ISBA in 2024. We are leading on both the UK and the Global workstreams tasked with exactly that, looking specifically at subtitling and audio description as well as sign language.

The first ISBA **Inclusion Network** meeting of the year took place this morning (Thursday 1 Feb) where we discussed the Network's priorities for 2024: Accessibility, Building the case for DEI, and Trading (including planning and buying). Across all themes, group members highlighted the importance of awareness within their businesses.

To find out more about ISBA's wider priorities for 2024, [join us](#) at our offices in Covent Garden on **Thursday 29 February** at 9.30am as we explore what ISBA will be doing this year to help you deliver on our shared priorities and make a difference for marketers.

### DEI Events and Content for you

- At this year's [LEAD 2024 conference](#) - ISBA's joint conference with the Advertising Association and the IPA next **Thursday 8 February** - Channel 4 are hosting a session exploring how 2022 winners of their Diversity in Advertising Award Vanish and Havas London's portrayal of a disability not only had far-reaching social impact and business success, but was also transformative for the brand.

- Creative Equals' flagship event, [RISE](#), is back for 2024 on **Wednesday 24 April**. RISE is a global conference for marketers: Inclusive brands, inclusive leaders with a stellar line-up of speakers including Steven Bartlett founder and podcaster of 'Diary of a CEO.'
- Part Two of Clearcast's [Big Accessibility Round-up](#) has been published, looking at their accessibility journey, as well as that of their friends and partners - including ISBA. The report outlines the top ten highlights (with handy, summarised takeaways) and some next steps for you to consider.
- A reminder to check out ISBA and Flock's Accessibility Guide, [REFRAME](#), an in-depth guide on how to make your advertising accessible.

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The next inclusion meeting is on  
**Thursday 7 March, 9.00 - 11.00am** at  
the ISBA Offices, 12 Henrietta Street,  
London, WC2E 8LH.

If you would like more information about  
any of the above, or to join the **Inclusion  
Network**, please  
contact [Vanessa](#) and [Bobi](#).

