

ISBA

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

Welcome to ISBA's Agency Services update for January 2024

Artificial Intelligence (AI) will continue to be a headline topic within the industry with both agencies and advertisers pushing for its assimilation into marketing processes. AI is a transformative technology that will fundamentally change our economy and society – and advertising is no exception. There are however well-documented concerns about the scale of its possible impact.

Generative AI and what you should be discussing with your agency

We'll be launching our Generative AI Agency Contract Template and Guidance at an [online event](#) on **Tuesday 5 March** from 10:30-11:30am. We'll introduce contract terms that can help provide transparency and risk mitigation in how your agency uses Generative AI tools.

ISBA's AI resources

Heading into 2024 we'll continue to expand our resources on AI with a focus on the transparent, responsible and accountable use of AI in our industry. See what we have available currently, below:

- ISBA and the IPA have announced [Twelve Guiding Principles](#) for agencies and advertisers on the use of **generative AI in advertising**. The principles are designed to ensure that the industry embraces AI in an ethical way that protects both consumers and those working in the creative sector.
- ISBA has worked with Lewis Silkin to produce a [series of materials](#) that take stock of where **Generative AI** tools have reached, how they may soon be used, and the

legal and regulatory issues to bear in mind.

- ISBA's Partnership Programme were asked “**What three pieces of guidance would you give clients regarding AI?**” Their [responses](#) covered topics such as the Adoption and Application of AI, Transparency, Creative and Production Adoption, Data and Measurement, and Agency Management.
- ISBA's partners Control v Exposed (CvE) have also produced an [extensive playbook](#) on **digital paid media**, focussing on how the landscape has changed in recent months and the key considerations to be made in 2024.

Upcoming ISBA events

ISBA's Priorities 2024

2024 will be a year of change for our industry, from the impact of AI to the growth of retail media – with implications for you all day-to-day. Join us at our offices in Covent Garden as we explore what ISBA will be doing this year to help you deliver on our shared priorities and make a difference for marketers. [Sign up](#) and share with your team. **Thursday 29 February, 9.30am to 12.30am, ISBA Offices.**

If you have any questions for the ISBA's Agency Services team, please do [get in touch](#).

Best wishes,

The ISBA Team

Make the most of your ISBA membership. See our [interactive guide to membership](#).

