



## Making the most of your membership

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

As a member of ISBA, you and your colleagues can take advantage of a range of benefits including advice, content and events and personal development opportunities.

### **Hear from inspiring industry experts and thought leaders**

We offer all ISBA members the opportunity to attend our brand-only special interest forums which include: **Future Operating Models, Inclusion, Influencer Marketing, Marketing Procurement, Strategic Policy Action Group** and **Sustainability**.

The forums are an opportunity to hear from your marketing peers and subject matter experts to build your industry knowledge and ensure you are up to speed on the latest issues.

Members of the last Sustainability Working Group were treated to a presentation from PwC on Advertising-driven carbon consumption, whilst our Strategic Policy Action Group received insights from Opinium on the current political landscape. This is just a taster of the wide ranging sessions we provide free of charge to all ISBA members.

If you're interested in getting involved in one of our Forums, please contact our Membership Co-ordinator, [Georgia Bun](#). You can also view our handy [Guide to Member Groups](#) for more information.

**Kind regards,**

Jane Pinn  
Director of Membership  
ISBA

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Register for our website at [isba.org.uk](https://isba.org.uk)

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