

ISBA

# Your ISBA Membership

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 face to face meetings at ISBA.
- If you would like to find out more then please get in touch with:  
[binab@isba.org.uk](mailto:binab@isba.org.uk)

Find out more here:

## **Media Focused Groups**

**TV & Video**  
**Media Leaders**  
**Insight & Effectiveness**  
**Digital Performance**

## **Government and Regulation Focused Groups**

**Strategic Policy Action Group**  
**Food & Drink Working Group**

## **Special Interest Groups**

**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**

View:

Register at:

Visit:

Visit:

To receive invitations to join future sessions

Search 101 to see previous sessions

To book on 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 6 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 enlightening 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!

## Media Excellence Certificate

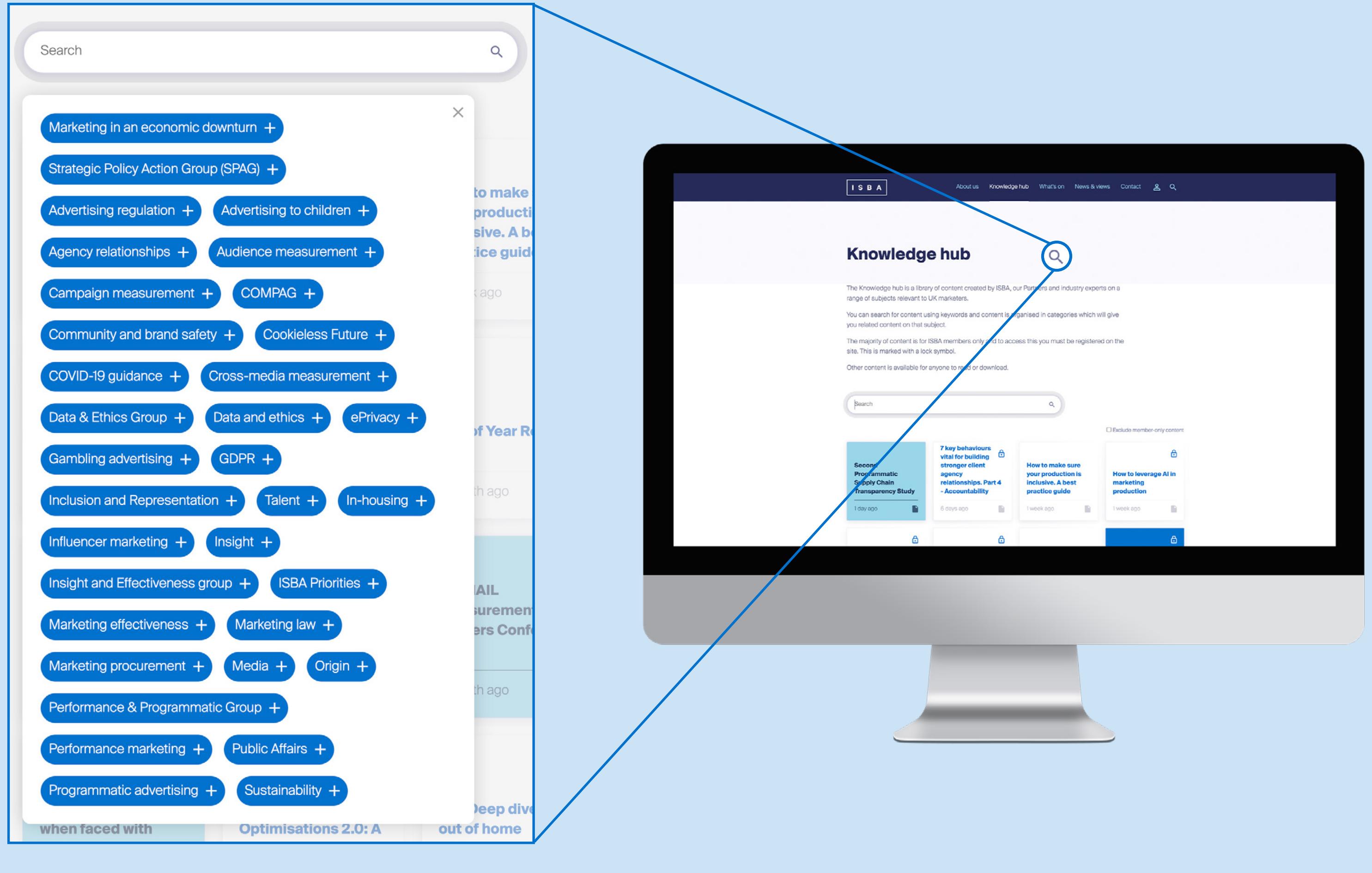
ISBA have partnered with The Aperto Partnership to deliver this programme which enables ISBA members to learn alongside their peers, defining their individual learning goals and at the end create an action plan of measurable objectives, whilst obtaining a CPD Accredited Certification. This is aimed at 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.

# 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.

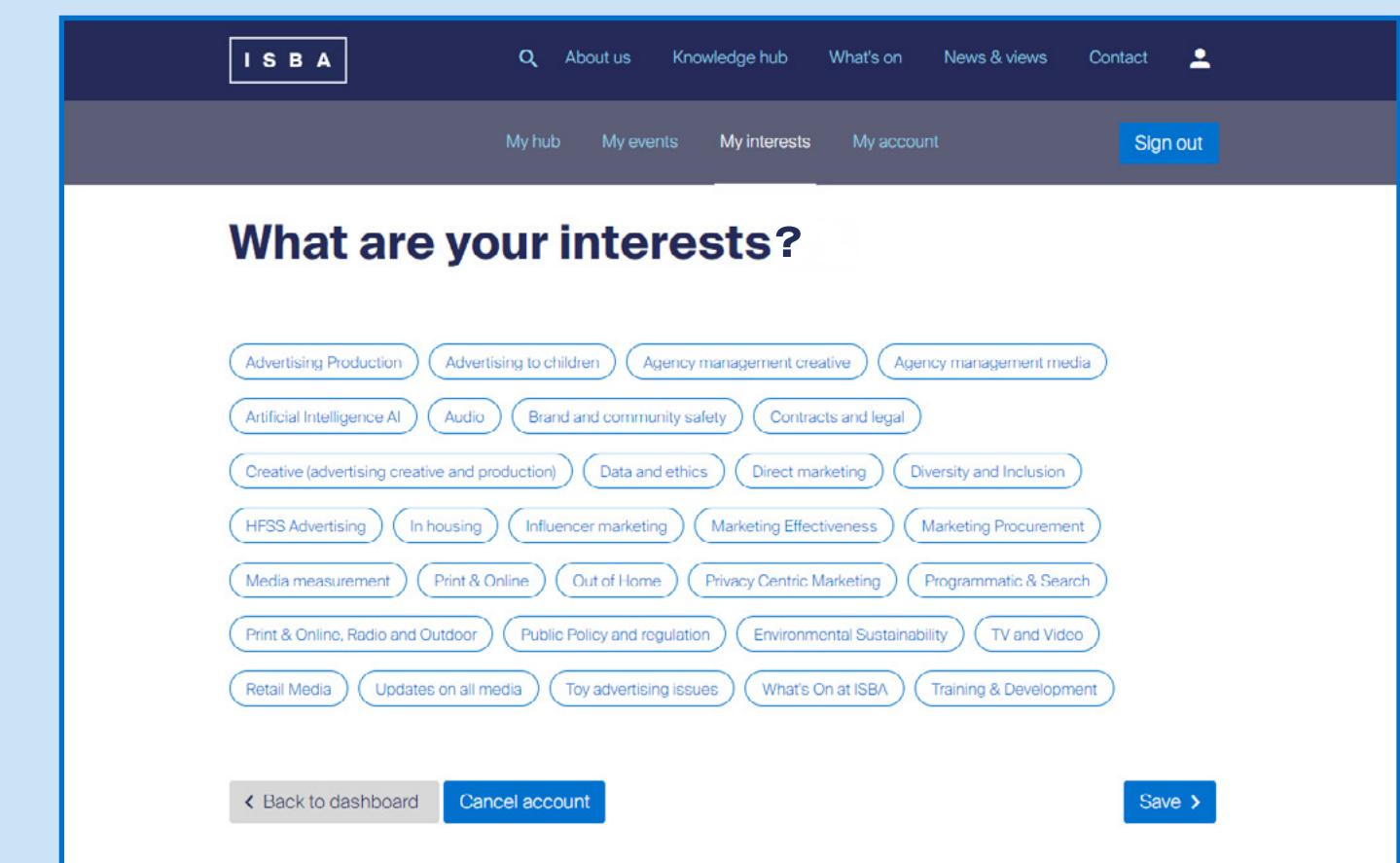
To see our Guide to the Knowledge Hub scan the code below:



The image shows a screenshot of the ISBA Knowledge Hub website and a separate search interface. The website header includes 'ISBA', 'About us', 'Knowledge hub', 'What's on', 'News & views', 'Contact', and a search icon. The 'Knowledge hub' section has a sub-header '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.' It features a search bar, a 'Exclude member-only content' checkbox, and a list of recent articles. The search interface on the left shows a search bar at the top, followed by a list of categories and sub-categories in blue rounded rectangular buttons. Examples include 'Marketing in an economic downturn +', 'Strategic Policy Action Group (SPAG) +', 'Advertising regulation +', 'Advertising to children +', 'Agency relationships +', 'Audience measurement +', 'Campaign measurement +', 'COMPAG +', 'Community and brand safety +', 'Cookieless Future +', 'COVID-19 guidance +', 'Cross-media measurement +', 'Data & Ethics Group +', 'Data and ethics +', 'ePrivacy +', 'Gambling advertising +', 'GDPR +', 'Inclusion and Representation +', 'Talent +', 'In-housing +', 'Influencer marketing +', 'Insight +', 'Insight and Effectiveness group +', 'ISBA Priorities +', 'Marketing effectiveness +', 'Marketing law +', 'Marketing procurement +', 'Media +', 'Origin +', 'Performance & Programmatic Group +', 'Performance marketing +', 'Public Affairs +', 'Programmatic advertising +', 'Sustainability +', 'when faced with', 'Optimisations 2.0: A Deep dive', and 'out of home'.

# Registering on our website

- First time logging in you will need to register at:  
[\*\*www.isba.org.uk\*\*](http://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\*\*](mailto: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

# 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

# Making the most of your membership

- Encourage colleagues to visit [www.isba.org.uk](http://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](#).

Register at: