

Press Release

10. IAA European Chapter Presidents Conference Vienna

Vienna, March 12 2008 - The European Region of the International Advertising Association (IAA) held their annual Chapter Presidents Conference in Vienna on the 28th and 29th of February. The Conference was chaired by Erich H Buxbaum, IAA-Vicepresident and Director of the European Region.

The Chapter Presidents of nearly all European Chapters were present:

Austria (Max Palla), Bosnia-Herzegovina (Samra Luckin), Denmark (Donald Nekman), France (Bernard Petit), Germany (Bernd Reuther and Elisabeth Reinhardt), Hungary (Ildiko Takacs und Ilona Poksic), Italy (Edoardo Brioschi), Poland (Pawel Kowalewski), Romania (Felix Tataru), Russia (Boris Eremin), Spain (Carlos Yopez), Switzerland (Urs Beer), Turkey (Faruk Atasoy), United Kingdom (Michael Toedman and Angus Grieve).

Election Regional Director Europe

The Chapter Presidents elected Erich H. Buxbaum again as European Regional Director for the next 2 years. He holds the position of Senior Vice President and Regional Director Europe now for 4 years. The European Region showed in this period the fastest and highest growth of all IAA regions. The European Chapters and the Young Professional Chapters have now more than 2000 members and are the biggest group within the IAA.

Conference Program

The European Chapter presidents exchanged best practice and all the experiences of the single European chapters. They presented the member developments and programs of their chapters and discussed the following issues:

- **Education Programs** of the chapters and the future education strategy. A small workforce was built to define the requirements of the European chapters in the next few years, to allow proper development of international activities.
- **Presence in the EU in Brussels and the new IAA EU information system.** The information system which was launched last year has developed satisfactorily. The informations about EU and Brussels are well appreciated by the members. This info system will continue with high priority (led by EH Buxbaum and Konrad Maric). Buxbaum also announced that we will get further reinforcement in Brussels with our new Vice President EU Affairs, which will be announced at the World Congress in Washington.
- Many speakers have confirmed their attendance at the upcoming **IAA World Congress in Washington**. Further registrations from Europe are awaited and details about the congress can be obtained at www.whatscomingnext.com. Given the excellent program and impressive speaker list everybody should continue to promote the congress.
- **Social Responsibility Program.** This program will continue with high priority. The next step will be a new international award, the „Responsibility Award“. It will be presented for the first time at the IAA Congress in Washington. Many campaigns have already applied for this award



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and a highly professional jury will decide the winners in the next few weeks. The ACT exhibition is a presentation of the best „Responsibility Ads“ and has now been shown in several European cities with big success. The exhibition has be put together especially for the IAA Europe by ACT and was locally organised by the IAA country chapters.

- Further Highlights of the discussions were:
 - The 1st European IAA Advertising Summit 2007 in Bucharest, which attracted many visitors and was a big success for the local chapter
 - The Advertising Summit in September 2007 in Moscow was also a big success and the IAA played an important role
 - At the IAA European Education Conference in autumn 2007 in Milan many participants presented interesting views about the education programs and issues in Europe.
 - The development of the Young Professional chapters is encouraging. The meeting asked the new VP to develop a short and mid term strategy and to organise exchange of best practice of the young professional chapters around the world.

International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, and more than 4000 members is a one-of-a-kind global partnership whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org.

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