

**Don't ask
what your
industry can
do for you**

**Ask what you
can do for
your industry**

Your guide to IPA committees and groups



44

44

Your committeement will make all the difference

Congratulations, welcome and thank you.

You're now in the company of the industry's best and brightest: the thought leaders who debate, shape and decide IPA strategy, who formulate our responses to the most pressing and current commercial issues, and who help agencies to navigate today's increasingly complex, technology-driven landscape.

IPA committees and groups are agenda setters. Which means, as a new member of one of these twenty-two committees and groups, you are too. Grasp the opportunity, contribute to the impact that the IPA is here to have on agency lives and make a name for yourself along the way.

So why don't we start by telling you a little more about your new role.

What you're becoming part of

Let's take a moment, or a page, and remind ourselves what you are now an even more integral part of.

Agencies here in the UK, and the people who work in them, deliver some of the most envied advertising, media and marketing services in the world. But in this era of unprecedented change, they have never been more in need of an organisation that represents them, safeguarding, inspiring and promoting their success.

Which is why they have us. We exist only to help members be the best they can be.

No other organisation can boost an agency's resources with the range and quality of services and knowledge we put at its disposal. (It's how we earned our Royal Charter.)

No one else can harness the kind of collective intelligence and visionary thought leadership that is setting new standards in best practice; can tackle industry-wide issues; has the clout to change the hearts and minds of governments, regulators and global organisations; champions the continuous professional development of industry talent; and embeds a proven culture of effectiveness in the UK's most successful agencies.

The committee or group you are now part of is one of the indispensable drivers in all of this. It's among the many things that help make us what we are.



How everything works

Altogether there are twenty-two committees and groups.

The three governance committees are at the top:
Council, Finance and Membership.

Three core leadership groups sit beneath them:
Commercial, Effectiveness and Talent.

Sixteen working committees and groups sit beneath them.

Governance committees

Council is the governing body of the IPA, with ultimate responsibility for strategy, management and membership. It is chaired by the IPA President and supported by the Honorary Secretary and the Honorary Treasurer. More specifically, Council is the platform from which to pursue the President's Agenda: the holistic, organisation-wide vision that each President sets out at the start of their two-year term to advance the standing, relevance and effectiveness of our industry and, in particular, our members.

Finance oversees all of the IPA's financial affairs.

Membership handles retention and satisfaction of IPA members, both corporate and personal; the recruitment of new members; and the implementation of IPA rules and regulations.

Core leadership groups

The core leadership groups reflect the three overarching areas of IPA activity.

Commercial

Everything connected with growing our members' businesses.

Effectiveness

Everything connected with proving the value of what our members do.

Talent

Everything connected with the development of an ever-more professional, skilled and diverse workforce.

Each of these groups is made up of senior leaders from member agencies. They meet quarterly to debate and shape their global vision and each hosts one major thought leadership event every year: the Business Growth Conference, EffWeek, and the Members' Lunch.

Specialist and advisory groups

Each one of our sixteen committees and working groups focuses on a particular topic.

44 Club

Business Affairs

Digital Media

Healthcare

Media Research Advisory

Outdoor

Production

Radio

Brand Tech

Client Relationship

Finance Business

Media Futures

New Business and Marketing

Press Buying Directors

Professional Development

Television Research Advisory

Together they cover the whole marcomms spectrum and in each case, reflecting the increasingly diverse nature of our industry, they combine members from different disciplines and different types and sizes of agencies.

MEETING ROOM 2

Do you know your IPA to Z?

A is for Agenda

Our agenda is a simple one. On an industry level, an agenda level and a practical level to make you with the services, skills, knowledge, qualifications, experience and confidence that you need to succeed. It's not just a list of things to do, it's a list of things to do that are the most challenging business issues any of us have ever known.

Do you know your IPA to Z?





B is for Best
Best Best
Best Practice

C is for
Clout

D is for
Deception

What to expect

You're now part of something with real influence and also responsibility. Be inspired by it, learn from it, and add to it.

Start, though, by letting us tell you how to get the most out of it. Know what to expect and what's expected of you.

Your colleagues

With the exception of Council and the Finance and Membership Committees, expect to be part of a committee or group of twelve. You will be the only person from your agency sitting on any particular committee or group.

Your chair

The key figure in each committee or group is the chair. He or she is the person who drives the agenda, runs each meeting, turns your collective decision-making into an actionable list and signs off the minutes.

Your support

Your committee or group enjoys the support of a full-time member of IPA staff. They take care of everything connected with the smooth running of your group, circulating agendas before meetings, writing up and distributing the minutes afterwards and driving projects through to completion. Make the most of them because they're here to help.

In the case of the three leadership groups, the IPA member of staff is one of our directors. Their contribution is strategic, helping to set and deliver KPIs, to ensure activity is always future-facing, and to report internally on group progress.



V is for
Voice

A voice for the collective intelligence of our members. A voice that can speak with governments and global organisations. Not a London-only voice but a nationwide one. And a voice now endorsed by Royal Charter.

Do you know
your **IPA** to Z?





What's expected of you

Of course, there are rules and regulations that go with IPA committee membership but the qualities that helped you to this point are what you'll need most. Enthusiasm, insight, energy, commitment and an open mind.

You'll discover that your group has a strategy and a yearly plan, with goals, objectives and KPIs.

Attending group meetings and performing the resulting tasks is absolutely central to achieving these. It's why if you fail to attend three consecutive meetings, you'll be asked to step down by your chair.

Council, Membership and Finance meet quarterly, likewise the leadership groups. Working groups decide for themselves when, where and how frequently they will meet.

The work of your group is often confidential, so it goes without saying that the minutes you'll receive after each meeting cannot be copied or published without IPA permission.

So ready to get started? If there's anything else you'd like to know before your first meeting, the answer might be on the next two pages. Alternatively contact joyce@ipa.co.uk

The small print

(A few more things you might need to know)

Membership

You have to be an employee of an IPA member agency to sit on any IPA committee or group.

Elections

Membership of Council is by election (except for ex-officio appointments such as the two previous Presidents and the Scottish and Regional Chairs). Spaces on the Membership and Finance Committees should ideally be limited to Council members. However, the chair of either committee can invite non-Council members to join if he/she so wishes. Any such individual chosen must put themselves forward for election to Council if they wish to remain on the committee for more than one year. Group membership may or may not require an election, depending upon the demand for places. Any individual seeking to join a group should contact the IPA so that the matter can be raised at the relevant group's next meeting.

Chairs

The chairs of the three committees (Council, Membership and Finance) are pre-determined. The IPA President automatically assumes the role of Council Chair, and the Honorary Secretary and Honorary Treasurer chair the Membership and Finance Committees respectively. They are elected for two years by the Nominating Committee, itself chaired by the immediate past President. A group chair is chosen from one of its existing members for two years.

Meetings & Opinions

When you sit on a committee or group, the views you express are yours and not of your agency. You aren't here to lobby for the latter. Places are awarded to individuals, so you can never invite a substitute from your agency to take your place.

Outside of Meetings

If you're asked to promote your group or any of its work in the shape of a press article, blog, opinion piece or social media activity (usually this would be the group chair), anything you write should be approved by the IPA Comms Team. This is to make sure it fits with existing IPA policies and positions.

Employment

If you stop working at a member agency, you are allowed to continue sitting on your IPA committee or group for a further six months from the date of your departure.

Competition Law

Members of professional bodies should be aware of the relevance of Competition Law. See ipa.co.uk/competitioncompliance for the IPA's Competition Law Compliance Policy in full. The IPA stresses that it is the responsibility of members to ensure that they act within the law at all times.



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