



# Energizing our bases

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# Leap frog

- Member benefits
- Get closer to stakeholders
- Thought leadership
- Boosting media performance
- Business strategy & budget

# 3 things

Inclusion + relevance + content

# Inclusion

- Francophone
- French presentations
- Simultaneous translation
- Board position

# Relevance

- Regional breakfasts
- Stakeholder engagement
- Regional workgroups - emulate SA
- Developing papers from the regions
- Q&A, paper assessments & debate
- Major promotion for conference

# Content

- Plenary - best papers from regions
- High level expert panels
- Workshops - current issues, best brains in the industry
- Networking events
- Quotas - research, media, ad agencies, clients
- Sales presentation booths

# Thought leadership

- Paper assessment
  - Relevance
  - Inclusive
  - Collaborative
  - Innovative
- Best paper award



Thank you