

THE IAB MENA TASK FORCES EXPLAINED

What is a task force?

The task forces bring industry experts together to collaborate on and execute the projects and initiatives aiming at implementing the approved by the IAB MENA Board committees' strategic orientation.

Who can participate in a task force?

Participation in a task force is open to all member companies and more specifically to all their staff who are subject experts focused on delivering a specific initiative/output/task. In this regard it is very important to use your company email address when filling out the Task Force Application Form.

Why join a task force?

Being a part of a task force will help you to expand your knowledge and network with other leaders in the field, and provide valuable education and guidance to the wider community. You can stay up to date on the latest best practices, and industry standards. Typically, the work of the task force is shared through events, webinars or whitepapers, so you have

the opportunity to showcase your skills beyond the immediate working team.

Being a part of a task force means you can influence the work we are doing to drive forward the future of our industry.

Who can lead a task force?

A Board member or subject expert of a member company. Typically a board member should be involved.

Each session is led by a combination of an IAB Board member and an elected subject matter expert from the task force who proactively involve members to get the very best from each meeting. The IAB Executive Director supports the team to keep them efficient and effective.

What's the level of effort required and for how long?

Task forces are focused on a specific area and thus vary in makeup and process, but typically will have fortnightly working group calls and monthly meetings or calls with a wider group. The frequency of their meetings varies from one task force to another based on the task force internal regulations.

In how many task forces I can participate simultaneously?

There is no limit on the number of task forces a member company or individual can participate in, but each task force cannot have more than 20% of the task force members from

any single company. This is to keep a balanced industry perspective in the work that is produced.

Is there a fee to participate in a task force?

These working groups are free to attend as long as your employer is an IAB MENA member company.

If I'm already involved, do I need to re-apply?

Completing the online application is mandatory. If you haven't done so until now make sure to do it as soon as possible so your place is reserved.

What is the deadline to join a task force?

You can apply to join a task force any time but task force activities vary during the year and each task force has a different time frame.

What can I do if my company is not a member?

If your company is not yet a member, you can join [here](#). As soon as your membership is approved, you can apply to join the task force.