April 6ᵗʰ, 2022

Ordinary General Assembly

Housekeeping

- Mute – Please mute your microphones

- Poll – Answers to the poll will be shared during the presentation

- Questions – Please add questions in the chat function or keep for the end of the section. At the end of each main topic you will have the possibility to ask your question(s).

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1. Call Meeting to Order

Verification of Quorum

Chairman of the Meeting

Quorum Determination

AOA, art. 32 (2)

A quorum is:-

   (A) 25 members entitled to vote upon the business to be conducted at the meeting; or

   (B) 40% of the total membership at the time

whichever is the lesser.

Chairman of the Meeting

AOA, art. 34 (1), (2), (3)

(1) General Assembly meetings shall be chaired by the person or people who have been appointed as Chair of the Board of the Association.

(2) If none of the persons appointed as Chair or Vice-Chair is present within fifteen minutes of the time appointed for the meeting, the Board members present shall choose one of their number to chair the meeting.

(3) If there is no board member willing to chair the meeting it shall be chaired by the Executive Director of the Association.

2. Agenda

Additions to the Agenda
Approval of the Agenda

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Agenda

10 min 10:00-10:10	1	Call Meeting to Order
	2	Agenda
30 min 10:10-10:40	3	Overview on Past & Current Activities ‣ Business Planning & Governance ‣ Research & Measurement ‣ Learning & Development ‣ Diversity & Inclusion
10 min 10:40-10:50	4	Membership ‣ Membership Overview ‣ Member Engagement
10 min 10:50-11:00	5	Financial Overview

	6	Auditors of the Association
15 min 11:00-11:15	7	Industry Hot Topics ‣ Poll Results ‣ Discussions with Audience
10 min 11:15-11:25	8	Way Forward ‣ Role of Committee&Subcommittee ‣ Value of Subcommittee ‣ New Subcommittees ‣ Partnerships ‣ Member Engagement
30 min 11:25-11:55	9	Election of New Board of Directors ‣ Election Rules and Process ‣ Nominated Companies ‣ Election Results ‣ Board Representative Ideal Profile ‣ Nominated Board Representatives
12:00		Meeting Adjournment

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3. Overview of Past & Current Activities

Business Planning & Governance

Research & Measurement

Learning & Development

Diversity & Inclusion

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3.1 Business Planning & Governance

- ❖ Governance Structure
- ❖ Management Structure
- ❖ Updated Membership Structure
- ❖ Next Steps

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Focus Areas

1.
Redefine
Vision and Mission

2.
Programs
to Promote
Funding Growth

3.
Governance Reform

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1. V&M - Aligning with Values & Future Ambitions

Vision

Be the catalyst for growing the MENA digital advertising economy by nurturing the community, accelerating knowledge sharing and establishing accountability standards that cultivate trust and credibility.

Mission

Positively influence corporate leaders & policy makers to value diversity & inclusion as a key currency for the growth of the digital economy in the GCC through awareness initiatives and enabling thought-starting conversations between our members and partners.

Collaborate with the industry on the development of unbiased digital learning and development programs to expand the market's understanding of how digital best practices drive their business success.

Become the authority in setting up the standards of measurement, research & attribution for the industry for the benefit of industry growth, trust and sustainability.

Inspire innovation and partnerships to support the development of a world-class, contemporary ecosystem of marketing solutions and services in MENA.

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2. Updated Membership Categories

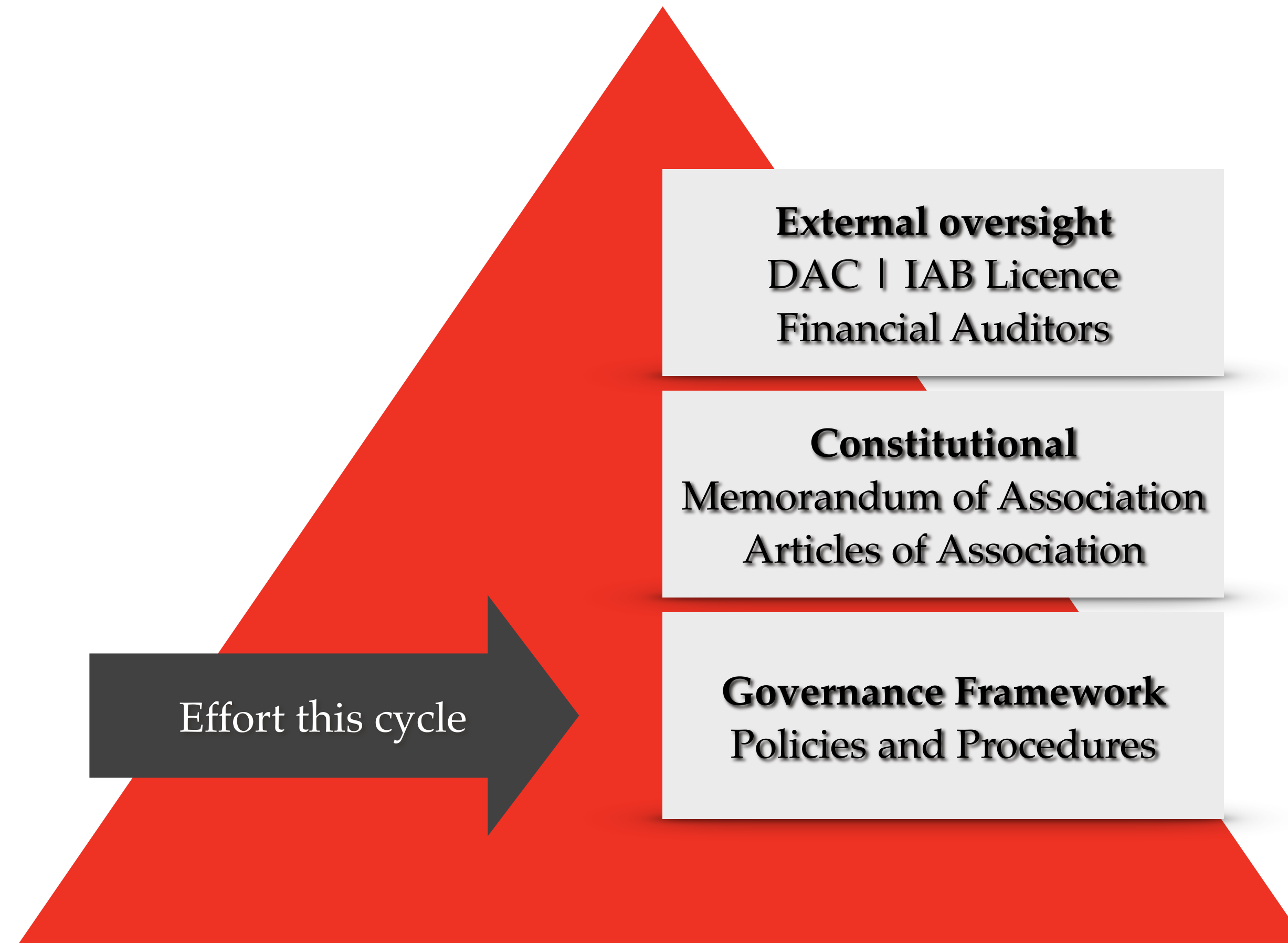| From	To
New Membership Tiers General – Stand for and Elect Board Associate – take part in Subcommittees Special Tiered Fees	Premium – Stand for Board General – Elect Board, Lead Subcommittees Associate – Take part in Subcommittees Special Tiered Fees
New Group Approach Individual company memberships within groups	Group membership now covers fully owned GCC based companies (as specified at time of membership application)

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IAB Oversight Structure

External oversight
DAC | IAB Licence
Financial Auditors

Constitutional
Memorandum of Association
Articles of Association

Governance Framework
Policies and Procedures

Effort this cycle

3. Comprehensive Governance Framework

1. Board of Directors

- ❖ Structure/Composition
- ❖ Diversity Commitment
- ❖ Duties & Responsibilities
- ❖ Ideal Board Representative Profile

2. Chair | Vice Chair

- Profile & Program
- Representation
- Roles & Responsibilities
- Commitment to IAB

3. Committees

- 5 Standing Committees
- Subject Matter Expertise
- Board Directors Representation

4. Executive Director

- Ex-officio
- Roles and Authority
- Active on Committees
- Face of the Organization

Voting
Due process for board seats | Member Vetting | Equity and Representation

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IAB Operating Structure

15 Board of Directors
Led by Chair | Vice Chair

Executive Director

Ian (part)

Secretary of the Board |
Operations Director
Olia (part)

Committees

Up to 5 Board Directors in each

Subcommittees

Made up of experts from membership

Board Quotas
Equal representation from:
Agency / Publisher or Sales House and
Tech or Research

Gender Quotas
50% target
30% minimum women representation

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Next Steps

❖ Committees & Subcommittee Charters

❖ Ongoing Policy Creation as needed

❖ Regulations (eg: Sponsorship and Procurement Policies)

❖ Ongoing Professionalism Drive

    ❖ Automated forms, votes and databases

Committee Chair Michel Malkoun

3.2 Research & Measurement

- ❖ Digital Adex Study 2020
- ❖ Digital Adex Study 2021
- ❖ Programmatic Subcommittee
- ❖ Trustworthy Accountability Group (TAG)
- ❖ Measurement Subcommittee
- ❖ Next Steps

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Digital Adex Study 2020 - First of Its Kind

- ❖ Over 15 participant companies

- ❖ Blended Methodology – Actuals, estimates and econometric analysis.

- ❖ Methodology now used in other European markets to account for 'platform revenue data challenge'

- ❖ Significant Industry Buzz

- ❖ Over 5 companies contacted IAB to re-evaluate their interest in the region

Adex 2021, Building on 2020

Expansion for 2022

Boost Participation
- From 15 to 20 companies
- More from KSA and NA

Growth Rates
- By format
- By transaction type
- By geography

Increased Detail
- Geo segments
- Direct vs Agency
- Social breakouts - banner, indeed, video

Timeline

Kick-off 13 Apr 2022 → Alignment Sessions → Fieldwork April/May 2022 → Launch June 2022

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Programmatic Insights Survey

- Programmatic spends estimated at only 20% in Adex sizing – generally seemed low

- Set up working group of 20 people from 15 companies to develop and launch an insights questionnaire to better understand:

- Spends

- Drivers and Barriers

- Operational and data considerations

- Survey ran for 6 weeks in Feb/Early March

- Results to be published in late April alongside webinar

Good profile representing the MENA industry

Other 3%

Advertiser 5%

Publisher 22%

Agency 47%

Ad tech or Measure

I brief the managed service and/or agency 9%

I sell programmatic inventory or adtech or Measurement solutions 38%

I personally use the DSP's to plan and buy Programmatic campaigns 19%

Q: What type of company do you work for?
N = 125, IABGCC Programmatic Insights Surve

Thank you to the following companies who contributed to creating the Survey:

amazon   CRITEO   dms digital media services   dentsu

dubizzle   DV | DoubleVerify   Google   groupm

GAMNED!   havas media   mmp   OMG Omnicom Media Group

MEDIABRANDS   PUBLICIS MEDIA   Teads   iab GCC

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Trustworthy Accountability Group (TAG)

❖ As part of our Mission to drive Trust and Transparency

❖ Worked with TAG and ABG to help kickstart TAG into MENA
❖ Webinar and introductions to key publisher groups
❖ Press and Video support to drive momentum

❖ Followed by 3 part Video series explaining the role TAG plays

Measurement Subcommittee

❖ Comprised Measurement experts from Agency and Publishers

❖ Launched 15 March 2022

❖ Part of the Global IAB Tech lab taskforces:

❖ Digital Video Working Group

❖ Open Measurement Working Group

❖ Collaborating with Media Ratings Company KSA/Archers and Nielsen to set Digital video standards in KSA and bring IAB certified standards to the market

▷▷▷ MRC

TV & Video Audience Measurement in The Kingdom of Saudi Arabia

▷ Eng. Bandar Al Mashhadi
CEO, KSA Media Rating Company

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Next Steps

❖ Adex 2022 Fieldwork and Launch

❖ Programmatic – How To Guides, White Papers

❖ Measurement – Support launch of certified standards for Digital Video & begin review of other standards

❖ Establishment of a 'Regular Insights' Subcommitteee

3.3 Learning & Development

MENAVOICES

Online Training Programme

Next Steps

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MENAVOICES

❖ Launched during the pandemic due to lockdowns, these pre-recoded videos provided members a voice on key topics of interest

❖ 7 episodes distributed via LinkedIn and Newsletter – later added to Youtube
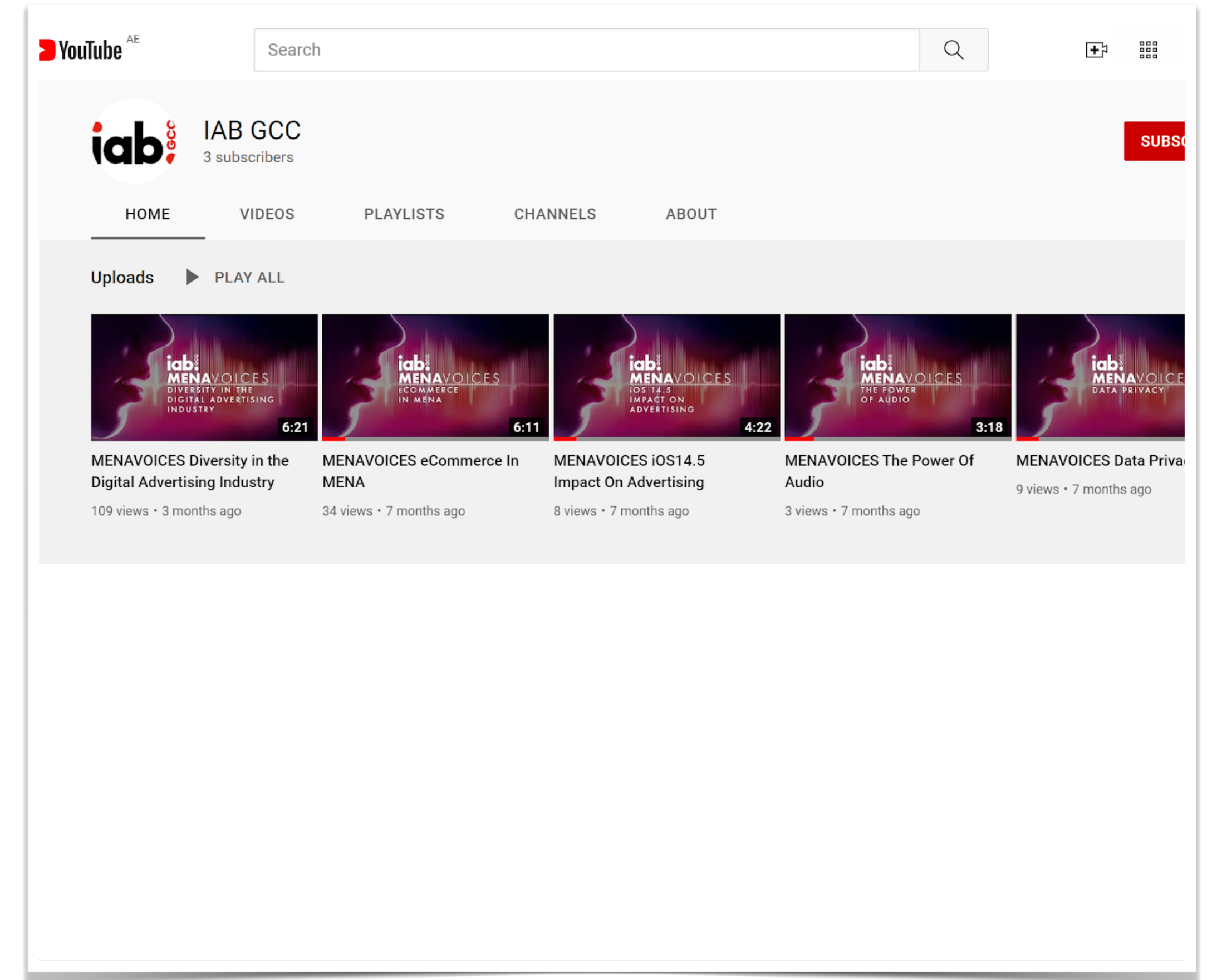
2021 MENAVOICES Participation		
Total Participants	30	
Female	13	43%
Agency	12	40%
Publisher	8	27%
Measurement	5	17%
Tech	4	13%
Board Member	15	50%
Non-board Member	15	50%

Online Training Programme

Approach

❖ Contacted & evaluated various independent training providers in order to recommend to the IAB GCC Board one or more than one routes to kick-start the education/training component and thus work towards the L&D Committee mission of developing unbiased digital learning and development programs.

❖ Considered 4 independent training providers

❖ Conducted Cost and Break-Even Analysis

❖ Recommended option to be submitted for board approval

Next Steps

❖ Role out online training programme

❖ Establish opportunity for startup education programme

❖ Investigate certification programme (eg: IAB certification for taking multiple platform and IAB training)

❖ Consider partnerships with universities and other industry bodies

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Racha Makarem

3.4 Diversity & Inclusion

WFA Survey

5 Key Principles for the IAB

Snap | ABG | IAB Event

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3 Key Activities of the DEI Committee

WFA Survey	5 Key Principals for IAB	Snap	ABG	IAB at Expo
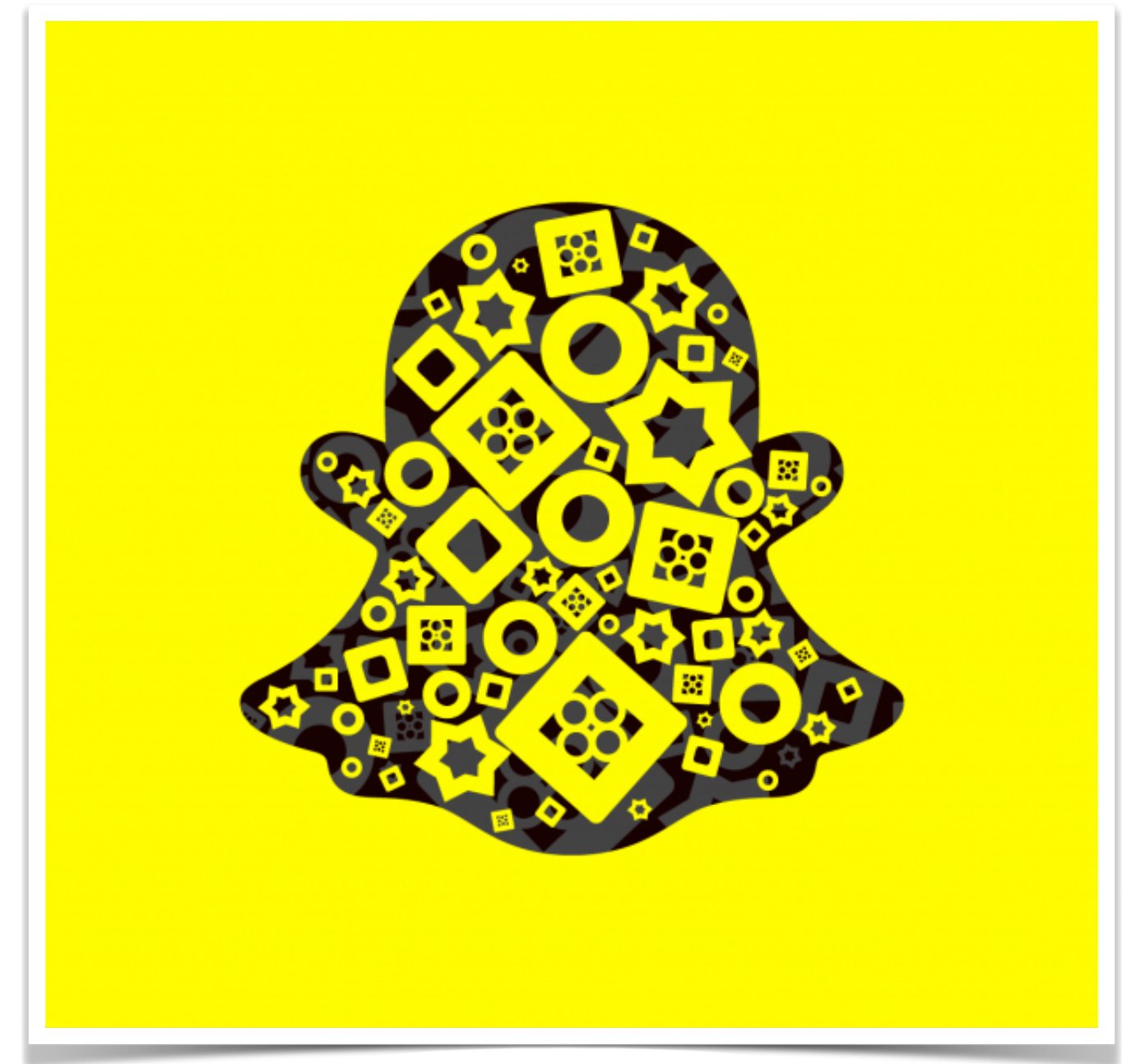
Next Steps

❖ Meeting with ABG and MMA on potential ongoing collaborations to align and increase impact

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4. Membership

Membership Summary Report
Membership by Organization Types
Membership by County
Membership by Membership Category
Membership Engagement
Next Steps

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Membership Summary Report

Steady growth of members

VALID & INVOICED	2022 AS OF MAR 31, 2022	2021	2020	2019	FOUNDING MEMBERS
NEW MEMBERS	3	5	14	12	33
LOST MEMBERS		5	5	12	
ADDITIONAL GROUP MEMBERSHIP (INCREMENTAL)	16				
TOTAL MEMBERS AT END OF PERIOD	**61**	**42**	**42**	**33**	**33**

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Membership by Organization Type

Growth in Tech Companies

As of Mar 31, 2022
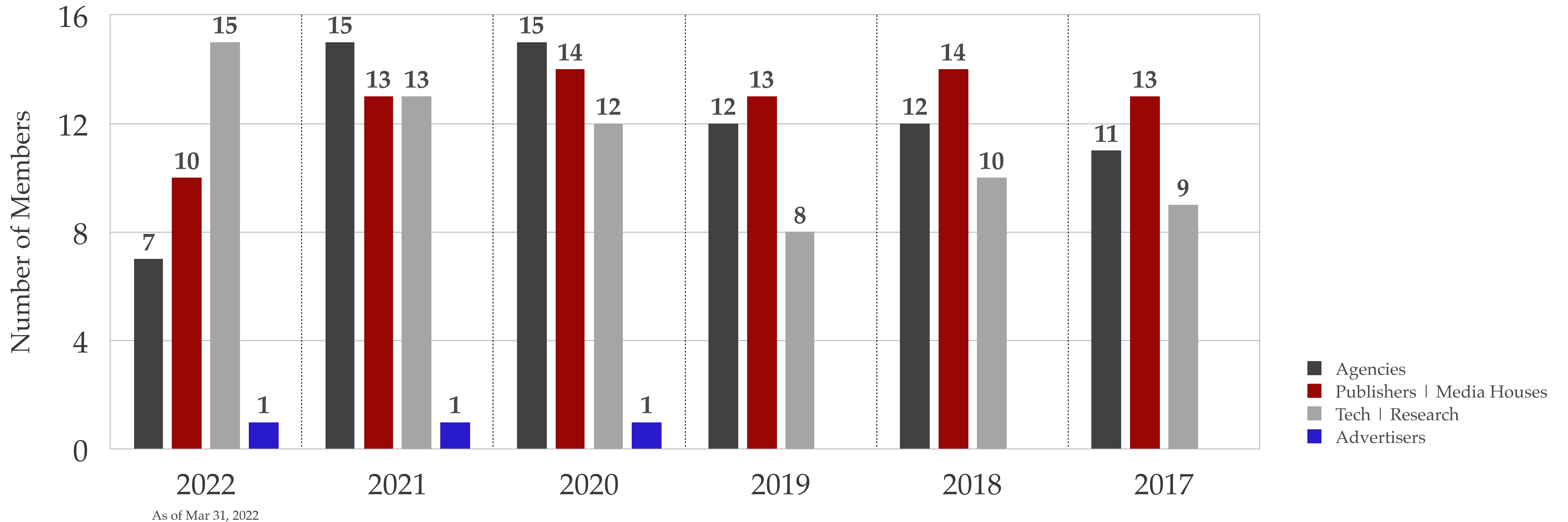
Note: 2022 – Introduction of Group Membership shifted membership – biggest impact on number of Agencies

Membership by Country

Still UAE focused – opportunity to expand

6% 3% 3% 3% 3%

82%

Germany

Morocco

Netherlands

Singapore

UAE

USA

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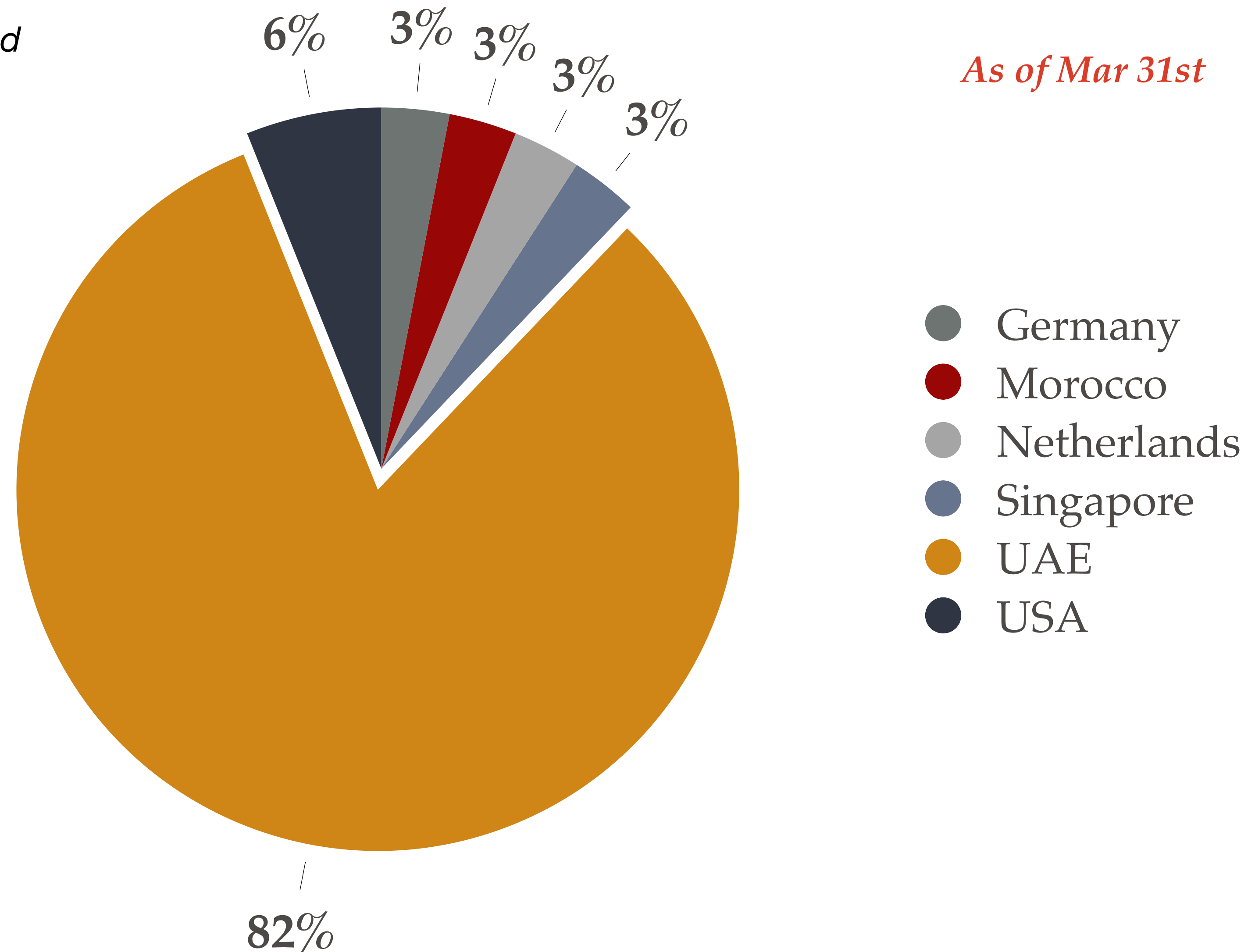
Membership by Membership Category

Good balance of categories

2022

- 27%
- 45%
- 27%

Legend:
- Premium
- General
- Associated
- Special

2021

- 19%
- 81%

Legend:
- General
- Associated
- Special

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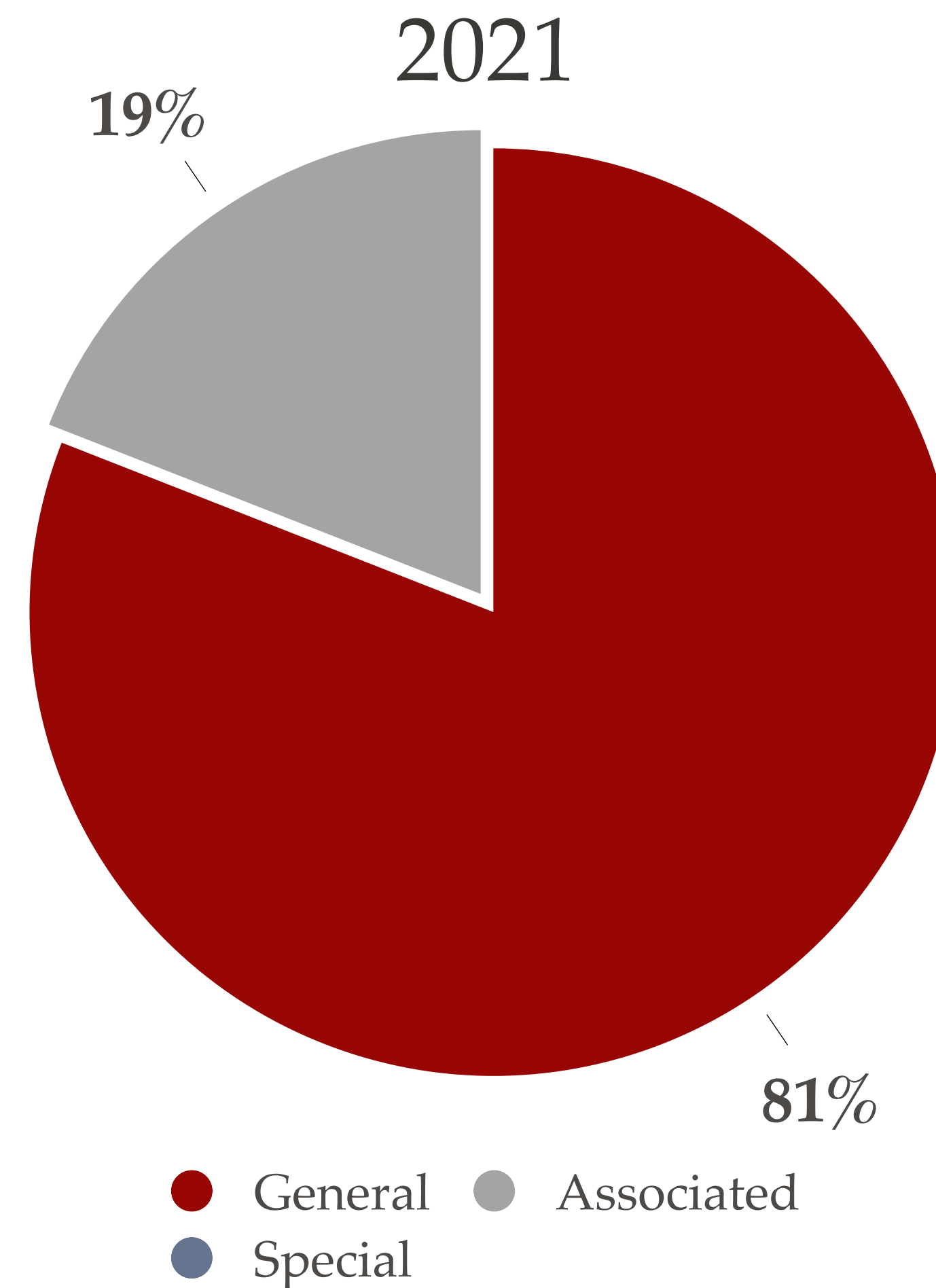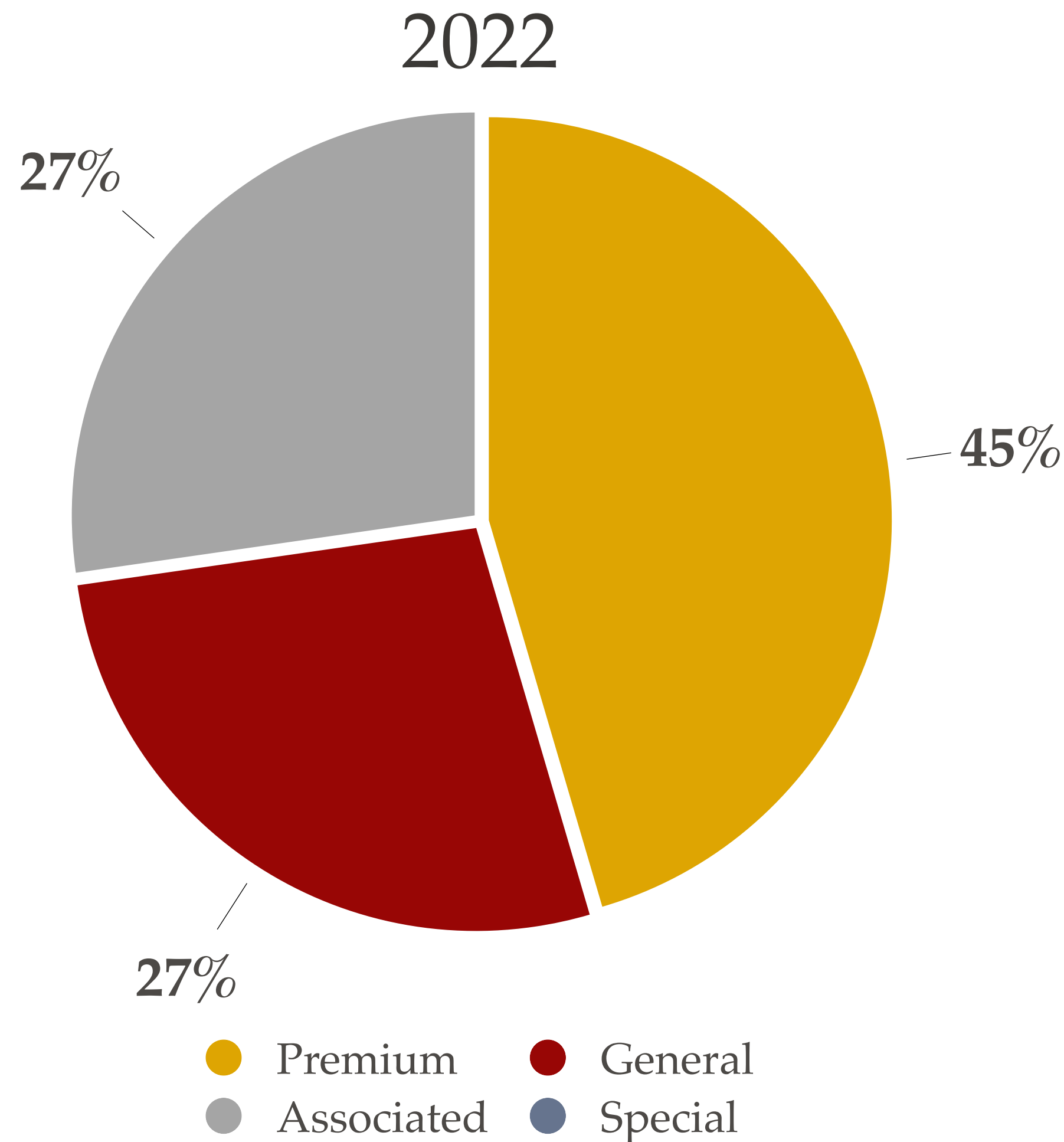
Engagement in Key Initiatives

Total of 88 people

- Measurement 8%
- Diversity 3%
- Programmatic 23%
- Education 3%
- Market Sizing 28%
- MENAVOICES 34%
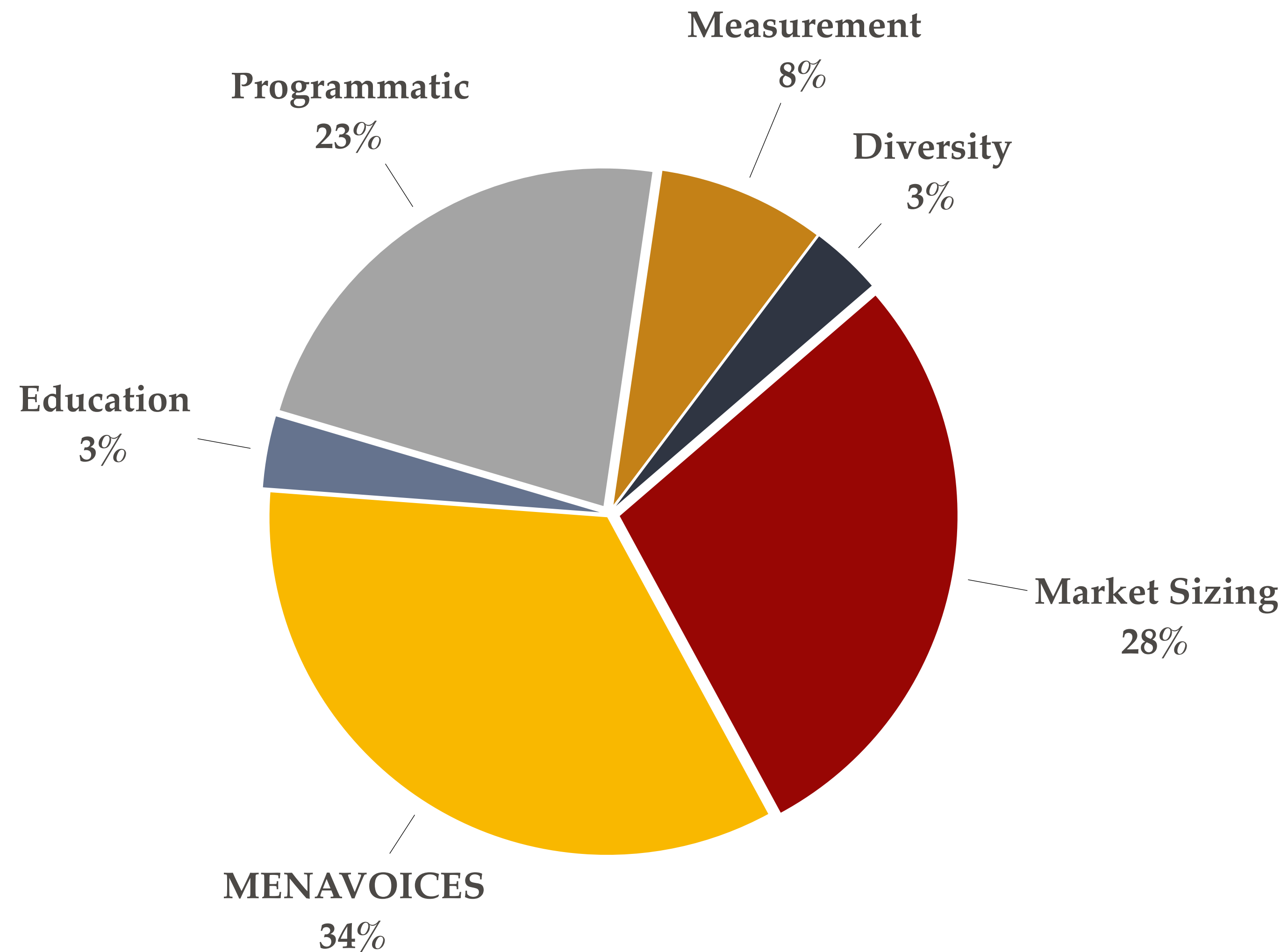
Engagement in Key Initiatives (Con'd)

Board Members still slightly more engaged

64%

36%

- Board Member
- Non-Board Member

4%

9%

21%

4%

36%

27%

Board Members

Key Initiative | Subcommittee

- Market Sizing
- Education
- Measurement
- MENAVOICES
- Programmatic
- Diversity

6%

3%

16%

25%

3%

47%

Non-Board Members

Key Initiative | Subcommittee

- Market Sizing
- Education
- Measurement
- MENAVOICES
- Programmatic
- Diversity

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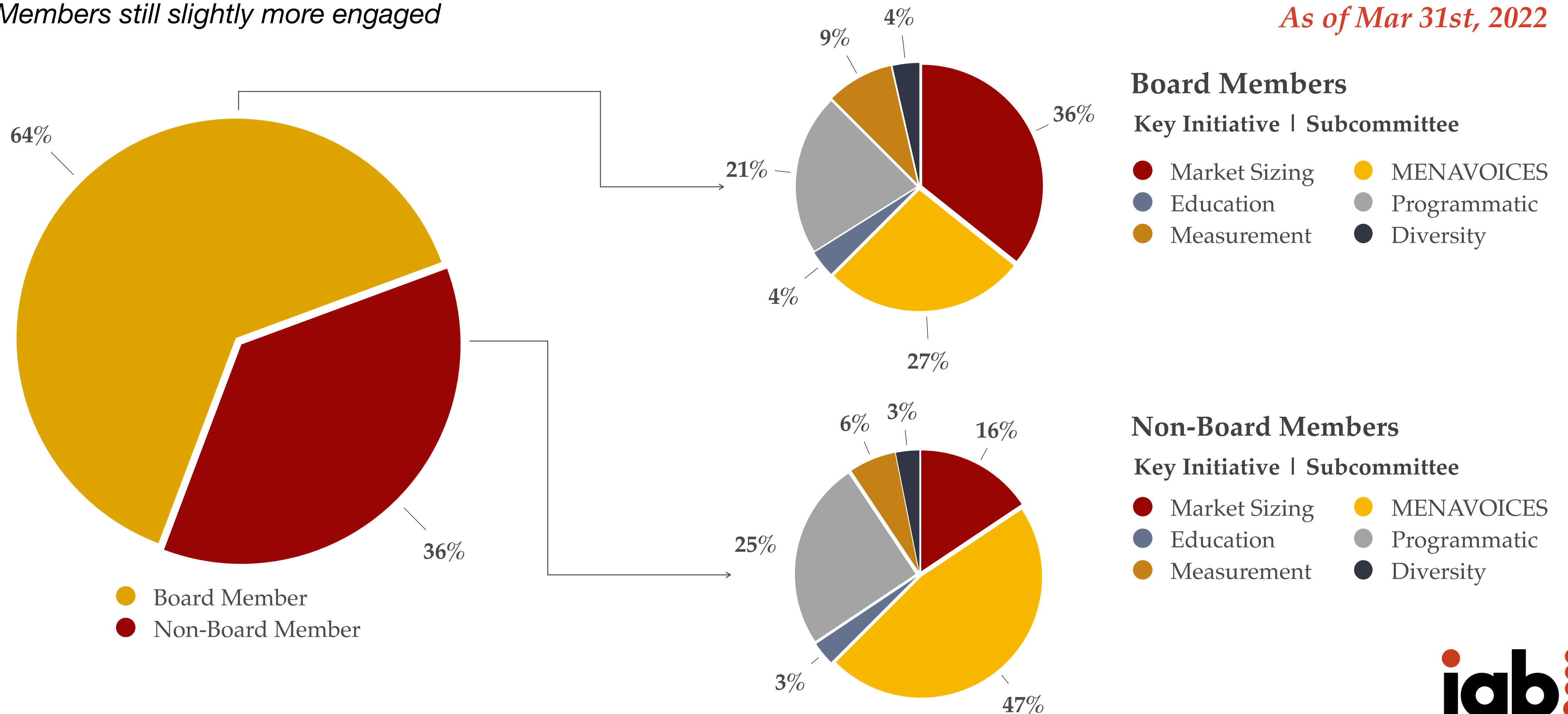
Active Member Engagement in Key Initiatives

Activity	Market Sizing	MENA VOICES	Education Subcommittee	Programmatic Subcommittee	Measurement Subcommittee	Diversity Subcommittee	Total
Total Number of People	25	30	3	20	7	3	88
Board Member Company Employee	20	15	2	12	5	2	56
Non-Board Member Company Employee	5	15	1	8	2	1	32

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5. Finances

Financial Overview

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Financial Year

April 1st to March 31st

Income Trend Analysis

Good new member and renewal growth

	2021-2022		2020-2021		Change	
	AED	% of Total	AED	% of Total	AED	%
New Membership	137,719	11.1%	82,631	10.5%	55,088	**66.7%**
Renewal Membership	999,142	80.3%	633,506	80.6%	365,635	**57.7%**
In-Kind Contributions	107,500	8.6%	69,561	8.9%	37,939	**54.5%**
Total	**1,244,360**	**100.0%**	**785,699**	**100.0%**	**458,662**	**58.4%**

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Income Distribution

Proportions remain constant

2021-2022
AED 1.244M

11.1%

8.6%

80.3%
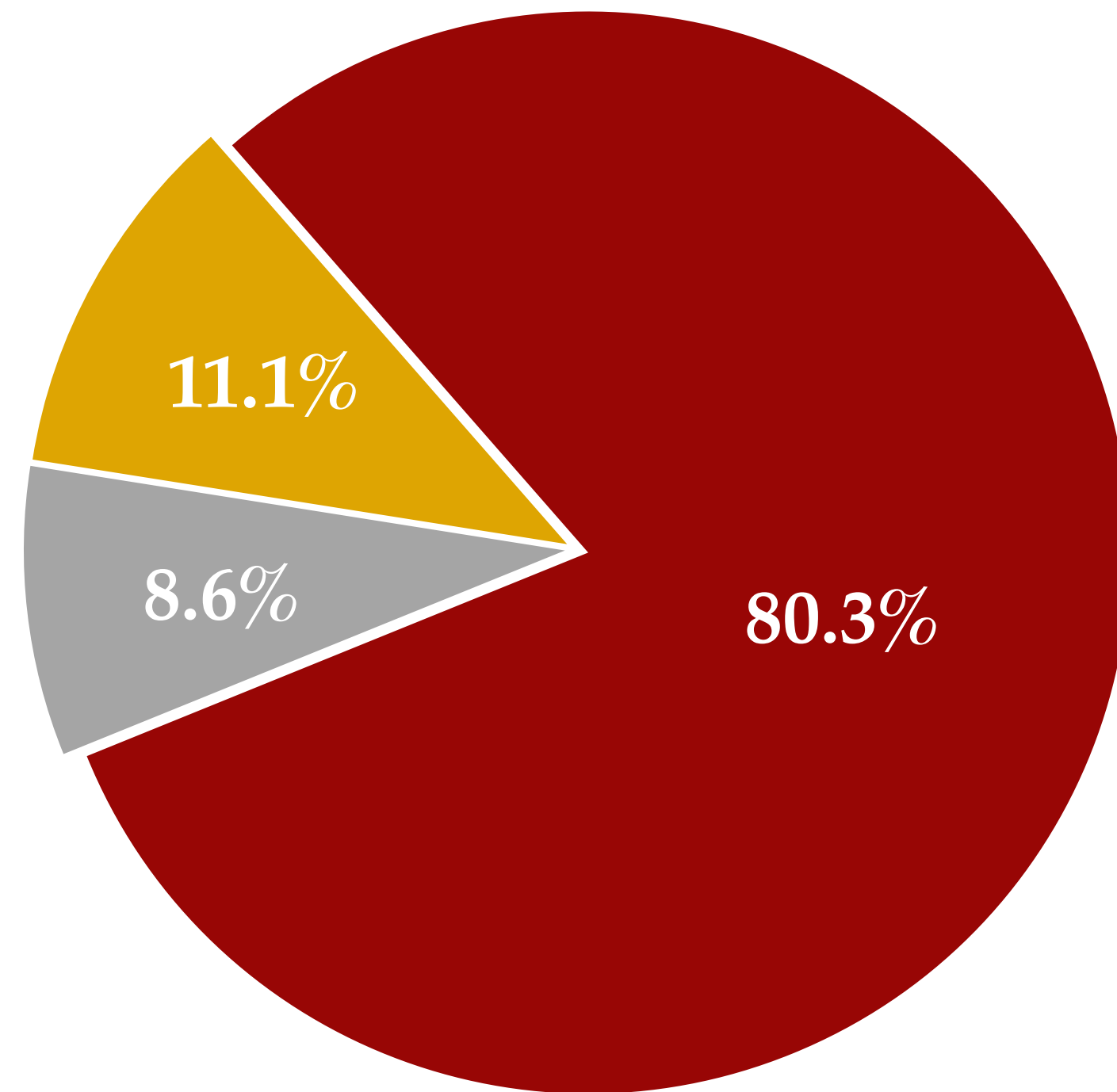
- New Membership
- Renewal Membership
- In-Kind Contributions

2020-2021
AED 785k

10.5%

8.9%

80.6%
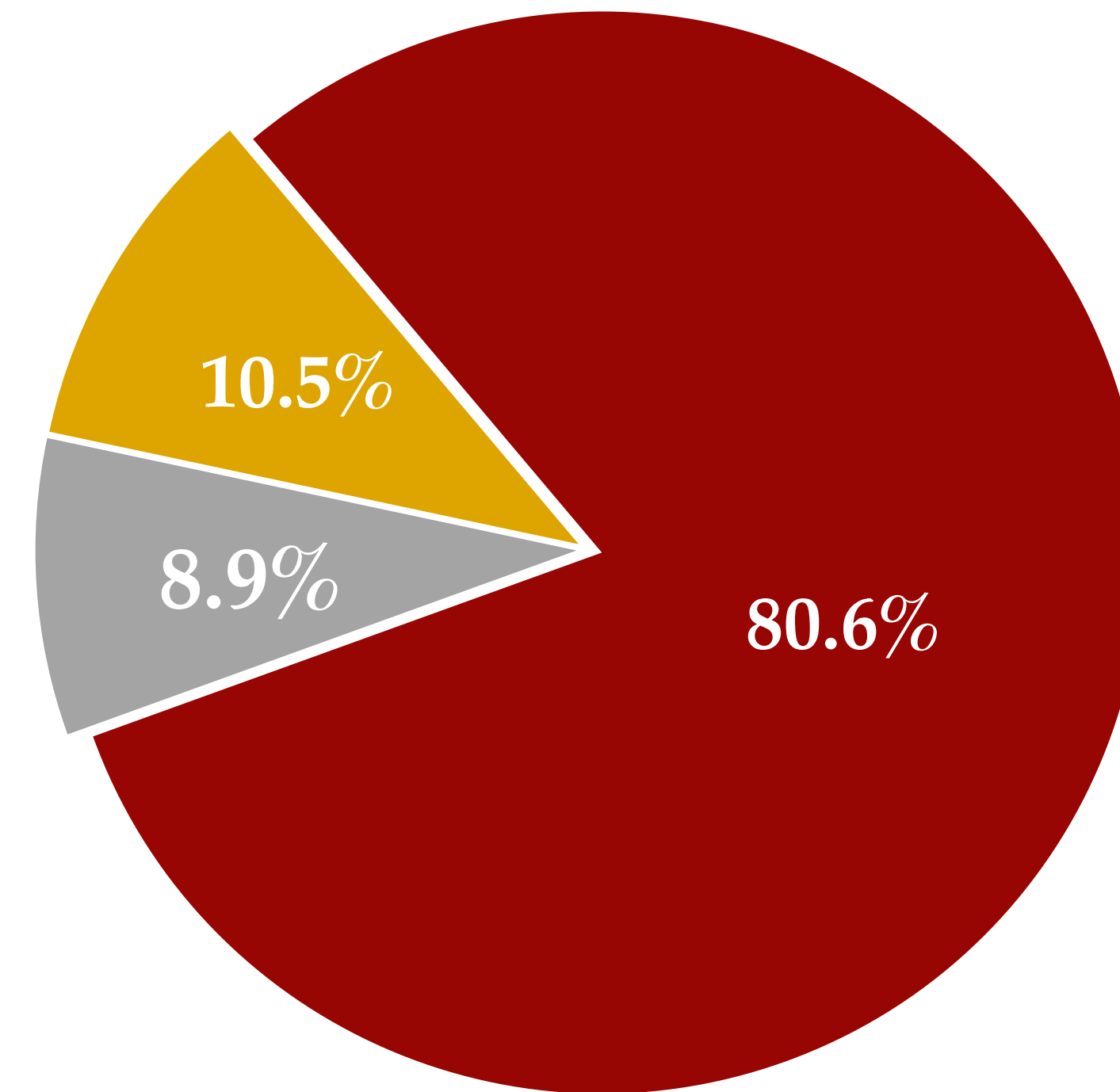
- New Memebrship
- Renewal Membership
- In-Kind Contributions

Expenditure Trend Analysis

Strong expense control

	2021-2022		2020-2021		Change	
	AED	% of Total	AED	% of Total	AED	%
Recurrent Expenses	555,458	67.2%	433,890	86.2%	121,568	**28.0%**
Market Sizing Project	161,691	19.5%			161,691	
In-Kind Professional Services	107,500	13.0%	69,561	13.8%	37,939	**54.5%**
Website	2,510	0.3%			2,510	
Total	**827,159**	**100.0%**	**503,451**	**100.0%**	**323,708**	**64.3%**

Expenses Distribution

Mkt Sizing the biggest new expense

2021-2022
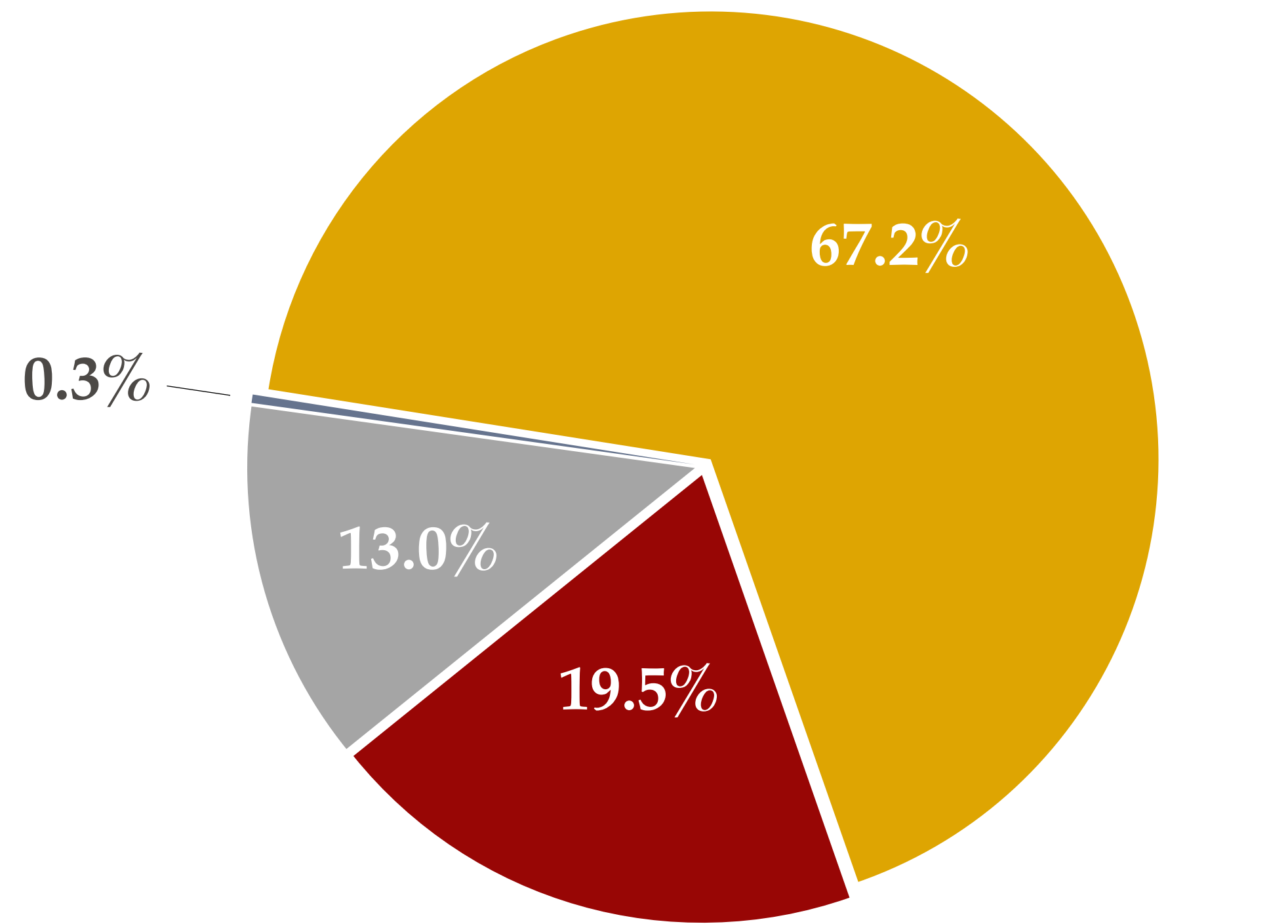
67.2%

0.3%

13.0%

19.5%

2020-2021

86.2%

13.8%

- Recurrent Expenses
- Market Sizing
- In-Kind Professional Services
- Website
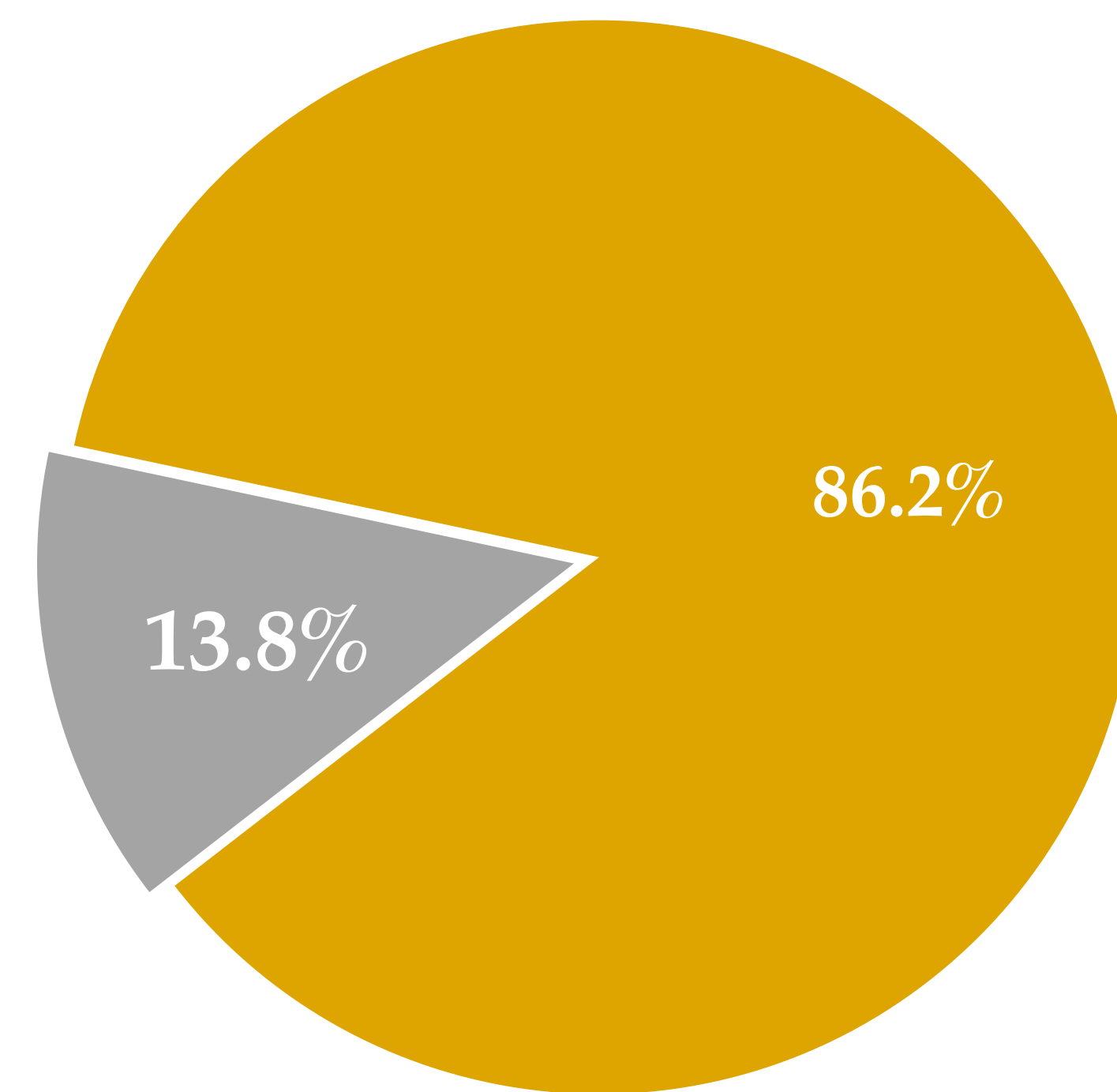
- Recurrent Expenses
- Market Sizing
- In-Kind Professional Services
- Website

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Income Statement

48% Increase in Net Earnings YoY

	2021-2022		2020-2021		Change	
	AED	% of Income	AED	% of Income	AED	%
Total Income	1,244,361		785,699		458,662	58.4%
Total Expenses	827,159	66.5%	503,451	64.1%	323,708	64.3%
NET EARNINGS	**417,202**	33.5%	**282,247**	35.9%	**134,955**	**47.8%**

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Financial Overview — Balance Sheet

	2021-2022	2020-2021	Change	
	AED	AED	AED	%
Current Assets				
Receivables	212,084	268,093	-56,009	**-20.9%**
Bank ENBD	1,233,248	768,686	464,561	**60.4%**
Prepaid Expenses	76,736	71,630	5,106	**7.1%**
Undeposited Funds	19,281		19,281	
Total Current Assets	1,541,348	1,108,409	432,939	**39.1%**
Total Long-Term Assets	22,000	22,000	0	**0.0%**
Total Assets	**1,563,348**	**1,130,409**	**432,939**	**38.3%**
Total Current Liabilities	62,996	47,259	15,738	**33.3%**
Total Retained Earnings	1,500,352	1,083,150	417,202	**38.5%**
Total Liabilities and Equity	**1,563,348**	**1,130,409**	**432,939**	**38.3%**

Available Operational Funds - 1.541M

As of Mar 31, 2022

933,633

299,614

212,084

19,281

- Bank ENBD: Available Funds
- Bank ENBD: Committed Funds
- Undeposited Funds
- Membership Receivable (A/R)
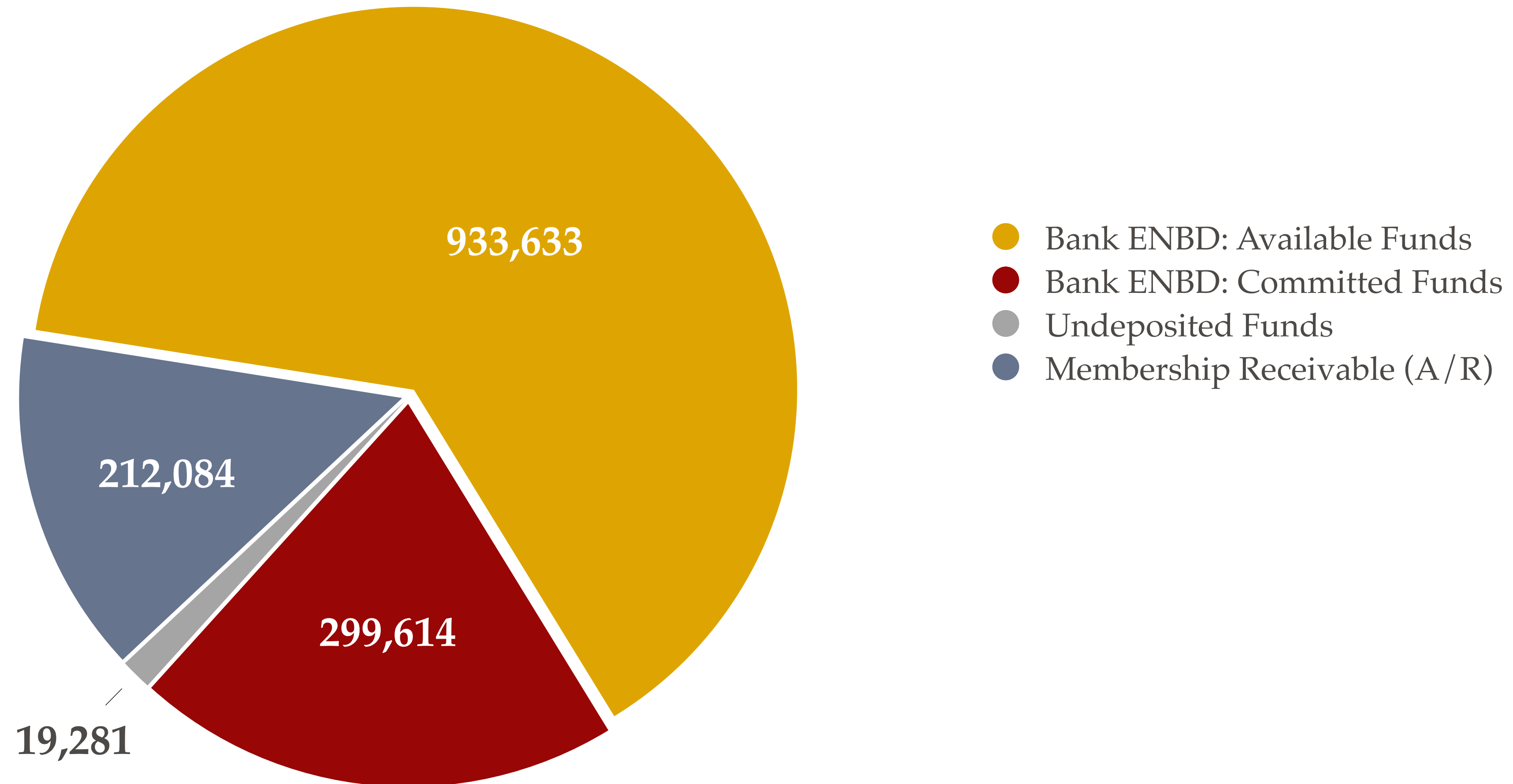
Retained Earnings

AED 1,5M equity, up 39% YoY

	As of Mar 31, 2022		As of Mar 31, 2021		Change	
	AED	% of Total	AED	% of Total	AED	%
Net Income	417,202	27.8%	282,247	26.1%	134,955	**47.8%**
Members Contributions	305,167	20.3%	305,167	28.2%	0	**0.0%**
Net Assets	777,984	51.9%	495,736	45.8%	282,247	**56.9%**
Total Equity	**1,500,352**	**100.0%**	**1,083,150**	**100.0%**	**417,202**	**38.5%**

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Access to Financial Reports

Via the General Assembly Documentation Hub

- ❖ 2021-2022 Internal Financial Report - Preliminary Version

- ❖ 2020-2021 Audit Report - Approved and Certified

- ❖ 2019-2020 Audit Report - Approved and Certified

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6. Appointment of Auditors

Auditors of the Association

Obligations towards DAC

10. Do I need to audit my association?

Yes. Your association will need to be audited annually. The audit report must be submitted to DAC 30 days after the end of your association's fiscal year.

3. The association shall notify Dubai Chamber on any changes relating to the management of its licensed branch or office in the Emirate or of any changes in its Articles of Association.

4. The license must be renewed annually by the association through Dubai Chamber.

Auditors

❖ Previous 2 yr appointment made after evaluating 3 quotations from companies recommended by members and registered with Dubai Chamber

❖ Service has been satisfactory

❖ Costs are low and in line with market

Recommend appointment of VSP Auditing Associates for new 2-year term, unless objections

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Chair of the Board Rayan Karaky

7. Industry Hot Topics

Poll Results
Discussions with Audience

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Which 2 roles do you believe the IAB GCC should primarily play?

Support development of local industry	Represent MENA to the World	Implement standards (eg: Measurement)	Create talent development opportunities
Provide market insights	Provide digital education	Organize networking and discussion forums	Other

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Which 2 topics do you believe the IAB GCC should prioritize?

Retails Media & eCommerce	Privacy & Data	Local Market Insights (eg: KSA or Egypt)	Investment Trends
Consumer Trends	Diversity	Video	New Channels (Eg: CTV/Audio/DOOH)

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8. Way Forward

The Way Forward
Role of Committees and Subcommittees
Value of Subcommittees
New Subcommittees
Partnerships
Member Engagement

The Way Forward

1.
Launch new committees and subcommittees

2.
Develop deeper partnerships

3.
Expand membership base

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Role of Committees and Subcommittees

BOARD MEMBERS ONLY
STRATEGIC

- Identify the strategic orientation of the committee and design the 12- months implementation plan

- Elaborate the budget envelope in accordance with the approved strategic orientation

- Secure board approval prior to implementation and keep the board abreast of progress via board meeting updates

- To create sub-committees drawn from the membership to invite widest participation and contribution where applicable

SUBJECT MATTER EXPERTS FROM MEMBERSHIP
EXECUTIONAL

- Using their subject matter expertise, they deliver a specific output

- Make recommendation to the Committee to further enhance the effectiveness and value of the IAB as it relates to a specific topic for which the subcommittee is created

- The output remains the responsibility of the committee to own, refine and eventually present to the board for approval and endorsement.

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Value of Subcommittees

BENEFITS TO YOUR PEOPLE	BENEFITS TO YOUR COMPANY
❖ Personal development	
❖ Networking	❖ Industry Contribution
❖ Grow your network	❖ Influence
❖ Access to mentors and different expertise	❖ Up to date

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#1: Board Governance Committee

OBJECTIVE

To instill good governance, provide guidance to the executive director, and inform the board on matters related to legal and financial management

SUBCOMMITTEES

- None
- Potentially obtain ad hoc legal or financial advice/ support

KEY STRATEGIES | INITIATIVES

- Monthly review of the Financial statements
- Ensure the Vision and Mission is reflective of the association's actions
- Ensure due process and policies are followed, balancing the imperative for action while ensuring fairness and accountability
- Propose and draft procedures & policies to increase the output quality and speed of the IAB while maintaining accountability

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#2: Strategic Planning & Membership

OBJECTIVE
Lead the development of memberships, revenue generation activities and both external and member marketing and communications

SUBCOMMITTEES
❖ Event based ad hoc subcommittees ❖ Member engagement & member attraction

KEY STRATEGIES | INITIATIVES

- ❖ Establish the IAB as the leading association for digital-focused marketing businesses

- ❖ Develop a plan to increase member numbers and revenues across all key member types

- ❖ Establish and implement brand guidelines and positioning

- ❖ Develop and manage an ongoing member engagement programmes, including the increase of perceived member value

- ❖ Develop a strategy to increase and diversify revenues

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#3: People Development

OBJECTIVE

Lead and oversee the people related development strategies such as Learning programmes and DEI initiatives

SUBCOMMITTEES

- ❖ Learning and Development
- ❖ Diversity, Equality and Inclusion

KEY STRATEGIES | INITIATIVES

- ❖ Establishment of branded learning modules

- ❖ Establishment of an IAB Certification incorporating existing platform and other training programmes

- ❖ Establishment of a DEI awareness and engagement programme for MENA

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#4: Research & Measurement

OBJECTIVE
To become the authority in setting up the standards of measurement, research & attribution for the industry to the benefit of industry growth, trust and sustainability

SUBCOMMITTEES

- Measurement
- Adex Market Sizing
- Regular Insights

KEY STRATEGIES	INITIATIVES

- Launch and manage locally relevant industry standards
- Conduct an Annual Adspend Survey
- Develop a regular insights series

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#5: Ecosystem & Channel Development

OBJECTIVE

To support the growth of a robust and diversified digital ecosystem through identifying and developing relationships and insights

SUBCOMMITTEES

- Programmatic
- Retail/eCommerce
- Emerging Channels
- Local Publishers

KEY STRATEGIES | INITIATIVES

- Ongoing focus on programmatic industry knowledge and growth

- Create a strategy for the support of eCommerce/ Shoppable growth through industry connections and increased insights

- Develop and support an independent/local publisher ecosystem

- Develop positions on emerging channels such as CTV, DOOH and Audio and support their growth

- Establish a strategy for growing member's relevance to other areas of the wider industry, such as SME's or Startups

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Strengthen Existing Partnerships

ABG	MMA	TAG	MRC	IAB Europe	IAB Tech Lab
❖ Already collaborating on a number of areas ❖ Diversity ❖ TAG ❖ Privacy (Details tbc)	❖ In general contact and discussion ❖ Potential to collaborate on Adex initiatives ❖ Diversity	❖ Ongoing publicity support	❖ Collaborating on Standards for KSA Digital Video	❖ In general contact, working with same partners (eg: Daniel Knapp) ❖ Not a full member yet - under consideration	❖ In general contact, Recently joined as a member ❖ Access to Tech lab working groups

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Expanding Member Engagement

Geographic

- Increased our engagement outside Dubai

- KSA, Egypt/North Africa in particular

Member Profile

- Local publishers

- Local enablers – tech, research and measurement

- Local agencies

Member Staff

- Specialists within companies

- Up and coming leaders

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9. Election of new
Board of Directors

Election Rules and Process
Nominated Companies
Results
Board Representative Ideal Profile
Nominated Board Representatives

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Nomination Rules

❖ Member Company holding Premium Membership and wishing to stand for election had to nominate itself

❖ Nomination is done per member company not individuals

❖ Nomination is recorded per organization type as indicated on the membership application form

❖ Groups are only entitled to one nomination per group

❖ Member Company standing for election had to nominate a representative in accordance with the criteria for Ideal Board Member Profile

❖ Nomination deadline was Mar 22nd, on or before 5:00 pm

Nominated Companies

Agency		5
	Group M	
	Havas Media	
	MCN	
	Omnicom Media Group	
	Publicis Media Group	

Publisher | Media House		5
	Anghami	
	Augustus Media	
	Choueiri Group	
	MBC	
	MMP World Wide	

Tech | Research		5
	Amazon	
	Meta	
	Google	
	Snap	
	Twitter	

Voting Rules

❖ Voting right are exercised by the authorized representative of the member company

❖ Authorized representative is either the Lead/Head/CEO of the member company or someone nominated by him as authorized representative

❖ Only members with valid Premium and General memberships have the right to vote

❖ Every voter shall cast as many votes as the number of available seats (15) for all organization types, i.e. 5 votes for each organization type.

❖ In the event the Lead/Head/CEO cannot attend and no authorized representative has been appointed prior to the election day, the member has no the right to vote

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Automatically Elected Companies

Agency		5
Group M	Group M	
havas	Havas Media	
MCN	MCN	
OMG Omnicom MediaGroup	Omnicom Media Group	
PUBLICIS MEDIA	Publicis Media Group	

Publisher | Media House		5
anghami	Anghami	
AUGUSTUS media	Augustus Media	
Choueiri Group	Choueiri Group	
mbc GROUP	MBC	
mmp	MMP World Wide	

Tech | Research		5
amazon	Amazon	
Meta	Meta	
Google	Google	
Snap	Snap	
Twitter	Twitter	

Board Representative Ideal Profile

❖ An ideal profile of the person representing the member company on the Board has been communicated since the beginning of the nomination process

❖ The Board Representative Ideal Profile is part of the IAB Governance Framework which has been made available on the General Assembly Documentation Hub, the one-stop-all-info hub for everything related to the General Assembly

Board Representative Ideal Profile (Con'd)

❖ A senior member of the organization with the ability to direct or allocate company resources and speak on behalf of the company.

❖ A high degree of industry knowledge and some specialization in matters relating to the activities of the organization, including but not limited to governance, managerial, technical, financial or marketing.

❖ Preferably C-level or head of division, with demonstrated integrity and good standing, passionate about collective action and committed to advancing the MENA digital economy.

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Nominated Board Representatives - Agencies

Agency	Board Member	Board Representative
group*m*	Group M	Victoria Loesch
havas	Havas Media	Houda Tohme
MCN Middle East Communications Network	MCN	Shadi Kandil
OMG Omnicom MediaGroup	Omnicom Media Group	Elda Choucair
PUBLICIS MEDIA	Publicis Media Group	Racha Makarem

Nominated Board Representatives - Publishers | Media Houses

Publisher	Media House	Board Member	Board Representative
anghami	Anghami	Elie Habib
AUGUSTUS media	Augustus Media	Richard Fitzgerald
Choueiri Group	Choueiri Group	Michel Malkoun
mbc GROUP	MBC	Rayan El Hajjar
mmp	MMP World Wide	Ayman Haydar

Nominated Board Representatives - Tech | Research

Tech | Research	Board Member	Board Representative
amazon	Amazon	Mohamad Itani
∞ Meta	Meta	Suha Haddad
Google	Google	Rayan Karaky
(Snap logo)	Snap	Jake Thomas
(Twitter logo)	Twitter	Samantha Billingham

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What's Next?

❖ April 13, 2022 - Chair | Vice-Chair Election & Handover Board Meeting

❖ April 13, 2020 - Committees Creation Committee & Committee Chair Elections

❖ May 18, 2022 - Committee Annual Plan Sessions

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Contact Person

❖ Contact Person

  ❖ the contact person is the one who receives any correspondence from IAB for future events and workshops. He is the one deciding who is the best person to attend a specific event and represent the company. This person is also be the official representative of the member company during General Assembly meetings and vote during elections. If this person is not the Lead/Head/CEO of the company then the lead/head/CEO shall send an official letter on the company letterhead informing IAB of the choice.

  ❖ In the event of an annual General Assembly, if the contact person cannot attend the assembly he shall nominate another representative who will replace him/her only for this specific event.

End of Meeting