

# IAA World Advertising Congress



The 40th International Advertising Association (IAA) World Congress kicks off in Dubai on March 20, 2006 at the Dubai International Convention Centre, more than 2,000 local, regional and international delegates from over 50 countries are expected and will have the opportunity to hear from some of the world's most dynamic speakers and personalities.

The Congress will run from March 20-23 and is being hosted and organised by the UAE Chapter of the IAA, under the Congress Chairmanship of H.E Mohammed Al Gergawi, Minister of State for Cabinet Affairs.

The 40th IAA World Congress has been themed Challenges of Change, and will include discussion topics covering Succeeding in a 'where' world, Anyone can do it!, Brands as people, people as brands and Remaining credible in an incredible world.

The list of speakers includes Jose Maria Aznar, Former Prime Minister of Spain, Lord Heseltine, Former Deputy Prime Minister of Britain and Chairman, Haymarket Publishing, Sir Martin Sorrell, WPP's Chief Executive, Sahar Hasheni, Co-founder Coffee Republic, Sergio Zyman, Coca Cola's former CMO, authors Tony Alessandra and David Taylor, Time Warner Inc's Senior Advisor and former Editor-in-Chief, Norman Pearlstine and Steve Forbes, CEO, Forbes.

Joseph Ghossoub, the International Advertising Association's World President Elect,

said, "This event is close to my heart as I have personally seen the advertising industry in the Middle East experience a renaissance over the past decade. Dubai 2006 will examine the role of advertising and explore the boundaries of creativity in an ever-changing marketplace. Our venue is the world portal between east and west and perfectly suited to the Congress theme; Challenges of Change:'

In addition to three days of speaker sessions and panel discussions, the 40th IAA World Congress will play host to a special industry exhibition, showcasing creative capability and innovative solutions.

On a more socially conscious scale the Congress will also host an exhibition of advertising campaigns from around the world, under the banner of Great Ads for a Better Future. The exhibition has been put together by Advertising Community Together (ACT), an initiative created by the employees of AdForum.com, and will showcase a comprehensive and unique compilation of sustainable development and corporate social responsibility campaigns. The exhibition has been produced in partnership with the United Nations Environmental Programme, (UNEP). The exhibition will cover three main themes; Taking Care of our Planet, Taking Care of Others and Taking Care of Yourself and comprises 350 campaigns from 137 advertising agencies in 37 countries. The review will include posters, print advertisements, TV spots and reports from companies, NGOs and international organisations.