



## Notice of Annual General Meeting

Notice is hereby given of the Annual General Meeting of the members of IAB SA

To be held by videoconference from 10am – 12 noon on Tuesday 9 November 2021 via Zoom Video Conference.

### AGENDA:

|                       |            |
|-----------------------|------------|
| Chairman's welcome    | 15 minutes |
| Vice-Chair review     | 10 minutes |
| Treasurer's update    | 10 minutes |
| Transformation update | 10 minutes |
| CEO update            | 45 minutes |
| Q&A                   | 15 minutes |
| Closing address       | 10 minutes |

For the following purposes:

- To confirm any updates to the Board of Directors
- To report on the activities and decisions of the Board of Directors since the previous Annual General Meeting, including reports of Councils
- To report on the financial performance of the company and present the draft budget for 2022

**Kindly confirm if you will be attending to [Debbie@iabsa.net](mailto:Debbie@iabsa.net) by 5pm Friday 5th November 2021.**

Thank you for your support!

### About the IAB South Africa:

The Interactive Advertising Bureau (IAB) South Africa empowers the media and marketing industries to thrive in the digital economy. Its membership is comprised of more than 150 leading media companies, brands, and the technology firms responsible for selling, delivering, and optimising digital ad marketing campaigns. The non-profit, non-government, trade group fields critical research on interactive advertising, while also educating brands, agencies, publishers and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions.

IAB is based in 47 countries around the world and is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its regulation council, the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. For more information on the IAB SA [click here](#).