

## **IAB SA TRANSFORMATION COUNCIL CALL FOR NOMINATIONS**

**Deadline: Friday 13 November 2020 at 4pm**

The IAB South Africa is calling on members to nominate their industry peers for a seat on the IAB SA Transformation Council. Chaired by Veli Ngubane, Founding Partner and Chief Creative Officer of the Avatar Agency Group, the Transformation Council is tasked with galvanizing the industry to embrace transformation through the action of tangible steps that champion diversity and inclusivity.

"The Transformation Council aims to catalyse transformation in the industry by creating access and value within the IAB network, as well as facilitating the training and upskilling of young black creatives in the digital marketing industry, so that they can participate and contribute to the digital economy. We're looking for members who understand the need for diversity and inclusion and who care enough about the future of the industry to partake in the transformation conversation" says Ngubane.

2021 is set to be an exciting year for the Transformation Council with numerous projects in the pipeline.

These include the relaunch of the council with a 50/50 gender split, and the rolling-out of an annual transformation survey in partnership with relevant industry bodies. The council, as part of their work with the MAC Charter Council, will also focus on increasing reporting and data around transformation targets and achievements of IAB SA members, and in partnership with IAB SA members, will also raise funds for digital media and marketing courses of ten black female students.

The Council seats will be reflective of the IAB SA Transformation objectives, as well as representative of the IAB SA membership including Agencies, Publishers, Brands, Platforms, Specialists and Education company seats. Seats will all also be reserved for two qualifying #FrontRow candidates, who do not need to be IAB SA members, as part of our access and value platform, as well as an IAB SA Youth Action Council seat representative.

The IAB SA is accepting nominations until 13 November, and members will be announced on 20 November. You can access the nomination form below.

**SHARE YOUR NOMINATION HERE  
BY 13 NOVEMBER 2020**

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### **About the IAB South Africa:**

The Interactive Advertising Bureau is a non-profit, non-government industry body based in over 47 countries around the world with the collective vision to empower the media and marketing industry to thrive in a digital economy. We currently represent over 155 members including online publishers, brands, and educational institutions, as well as creative, media and digital agencies. Our aim is to provide our members with a platform where they can engage and interact with each other and address digital issues of common interest, thereby stimulating learning and growth within the South African digital space. None of this would be possible without both your membership and your participation in our initiatives, platforms, partnerships and projects.

For more information on the IAB [click here](#).

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