

WFA's National Associations Council (NAC) is the global forum for heads and representatives of national industry associations in WFA membership and offers a unique opportunity to learn from each other, collaborate and share ideas, insights and success stories.

In this NAC meeting, we will discuss the role of national associations in helping their members and the industry drive sustainable growth. We will also look at progress and next steps for global initiatives in collaboration with national associations, including on cross-media measurement, DEI, GARM and Planet Pledge.

*\*\*This session will have both in-person and virtual attendance and will be held under the Chatham House rule.\*\**

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10:00	<b>Introduction</b> <ul style="list-style-type: none"><li>Welcome and meeting priorities</li><li>Competition law compliance policy</li></ul>
10:10	<b>Top-line takeouts from Global Marketer Week</b> Stephan Loerke (WFA) to share an overview of key learnings from the week.
10:20	<b>Making cross-media measurement a reality</b> From a set of principles to a technical concept to a real solution... a global collaboration has been endeavouring to deliver on global and local advertisers' demands for measurement solutions. The ANA and ISBA (Origin) are now deep into pioneering pilots of the open-source tech produced by <a href="#">Halo</a> . In this session, Matt Green (WFA), Phil Smith (ISBA) and guest Jenny Bullis (VP Marketing Science EMEA at Meta), will update on progress and outline how other markets can follow in the footsteps of their peers. <i>Followed by Q&amp;A and roundtable discussion.</i>
11:30	<b>Coffee break and group photo (30min)</b>

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## National Associations Council

April 28, 10:00–14:00 TRT  
Monte Rosa room,  
Swissôtel The Bosphorus  
Istanbul

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12:00	<b>WFA's sustainability efforts</b> Michelle McEvoy (WFA) will give an update on environmental sustainability efforts and resources available to national associations. Then, Camelia Cristache-Podgorean (WFA) will present on the work of WFA's Diversity & Inclusion Task Force.
12:20	<b>Advertising and sustainability: What's in it for national associations?</b> Two breakout groups around the topic of sustainability: <ul style="list-style-type: none"><li><u>I signed up for the Planet Pledge. So what?:</u> For associations that are <a href="#">Planet Pledge</a> partners and are looking for ideas and inspiration on how to deliver on their commitments; associations interested in joining the Pledge or are looking at environmental sustainability would also benefit from this.</li><li><u>I'm part of the DEI Census. So what?:</u> For associations that are part of the <a href="#">Global DEI Census</a>; a discussion about how to action once the findings are shared.</li></ul>
13:10	<b>GARM: A toolkit for national associations</b> National associations engaged with the Global Alliance for Responsible Media will discuss best practices in local markets in a panel. Then, the <a href="#">GARM</a> team will present a mobilisation toolkit to help national associations localise key assets and training.
13:50	<b>AOB &amp; next meetings</b> <ul style="list-style-type: none"><li>Global Marketer Week 2024 and next NAC meetings</li></ul>
14:00	<b>Lunch</b>

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