

ICA Opportunities Missed by Non-Members

- **Thought Leadership Conferences and Workshops** – Attendance at annual FutureFlash Agency CEO Conference limited to ICA members and invited guests. Over 76% of 2009 attendees ranked FutureFlash as “better” or “much better” than other industry conferences
- **Members’ Advantage Programme (MAP)** – Offers significant discounts and savings for ICA member agencies and their employees with a number of preferred suppliers
- **www.agencysearch.ca** is for ICA members only – opportunity to be included in ICA assisted agency searches (10+ this year). Member profiles are viewed by over 1000 unique viewers on average per month
- **Education and Workshops** – ICA’s venerable CAAP (Communications and Advertising Accredited Professional) Program is very popular with agencies and clients. It has been dramatically updated, and is offered at a significantly discounted price to ICA members.
- **Education for agency leaders** – Opportunity to send senior agency leaders to Schulich Masters Certificate in Brand Communication Leadership program
- **E-CEO** – In-depth digital workshop for CEOs and agency leaders
- **Member-only surveys** – Access to confidential industry benchmarking information. The Salary Survey and Operating Statistics survey are done annually. The Billing Rates survey and Senior Management survey are done in alternate years
- **Ethics** – All ICA members sign and abide by our “Code of Ethics, Practices and Obligations,” which the Ontario Advertising Review Board has called “... the gold standard for ethical conduct within the Canadian communications industry and should be promoted to both ICA and non-ICA members throughout the industry. We congratulate the ICA on this initiative and the important role ICA continues to play in fostering the highest standards of professional practice within our industry.”
- **ACTRA Bargaining/Steering Committees** – ICA members have an important voice negotiating the Commercial Production Agreement
- **Independent Agencies** – ICA offers a popular Forum of Independent Agencies (for owner operators) on a quarterly basis
- **University relations, internships and recruiting** – The ICA actively participates in the McMaster University “Canada’s Next Top Ad Exec” program, which involves over 250 business and commerce students who are enrolled in universities across Canada
- **ICA’s website (www.icacanada.ca)** – Our dynamic website allows members to access the Members’ Only area, to view all of our valuable resources online, including business management tools, research resources and much more
- **ICA’s FridayFlash** – A weekly electronic newsletter designed to aggregate relevant news items from Canada and around the world, targeted to CEOs and agency leaders.
- **CASSIES** – Entry to this premier awards show is at a reduced rate for ICA members
- **Information services** – ICA members have access to our one-of-a-kind Canadian advertising research service, staffed by highly trained information professionals. We provide information to empower your business decisions
- **Government Connections** – Advertising Review Board liaison (Ontario), Health Canada and Marketing to Children; ICA sits on the permanent government advisory committee for Public Works & Government Services Canada
- **Best Practices Committees** – ICA members are active voices in our industry through participation in various committees
- **ICA’s Library** – ICA maintains a collection of the best books, magazines and audio-visual resources available pertaining to the advertising and communications industry, as well as over 600 subject files
- **Financial advice** – ICA frequently consults on a variety of financial issues and calculations, including taxation changes
- **Financial bulletins** – Sent out regularly to decode some of the complexities of governmental changes
- **Financial services** – ICA assists members with their accreditation process
- **AAAA events** – highly discounted rates are offered to ICA members
- Listing as member in Annual Report and on website (www.icacanada.ca) and listings with CARD

Major Industry Events

- **Advertising Week (www.advertisingweek.ca)** – First initiated by the ICA in Canada in 2009, with major events in Toronto (parties, workshops, speakers, awards galas, etc.) and smaller events in five other key cities across the country. ICA member agencies developed content and communications in collaboration with media partners, governments, clients, corporate sponsors, other associations and universities/colleges.
Will be held again from January 24 – 28, 2010.
- **Ad Women of Toronto (www.adwomentoronto.ca)** – New group for women in communications providing mentorship, education and connection. Pilot project underway for an **Extraordinary Stories Speakers’ Series** with *The Globe and Mail*.