

Step-in, Step-Up: Allies in Action

*A **Change** Movement with the IAB*



Kick-off Meeting
July 28th, 2020

WHY CHANGE? WHY NOW?

- We are in a “**trisis**” – Health, Economic, and Social – call to action has never been greater
- Lack of diversity has been an on-going issue and often seen as a “nice to have” initiative – now a “must have”
- Lack of knowledge, awareness and training resources keeps inclusion programs “excluded”
- Industry is being called out:
 - By sponsors/advertisers
 - By employees
 - By consumers
- **D&I is good for business** – attract and retain talent, proven ROI around improved innovation, productivity, and increase in sales.
- We have been given a gift due to the current virtual environment:
 - Provide access to the industry
 - Events, people, jobs
 - Access to training
 - Rare opportunity to find and engage diverse talent
 - Scale quickly

WHY THE IAB?

- Uniquely positioned to **support** and **engage** the *entire* digital ecosystem – media companies, platforms, ad tech, agencies, brands
- IAB sits in the center of the industry's issues and initiatives
 - Standards, compliance, privacy
 - Training, certification
 - Events, marketplaces, thought leadership, proprietary and consolidated research
- **Learning and Development** programs on the industry, personal growth and development and culture/management training
 - Online Courses
 - Webinars
 - In-Person Classes
 - Partnerships with leading experts (*UWG on D&I*)



IAB LEARNING & DEVELOPMENT

Research shows that the best way to invest in your business is to invest in your people.

IAB empowers the media and marketing industries to thrive in the digital economy with training courses that are designed to close your team's learning gaps by creating educational paths based on industry needs.

We offer classes created around the foundations of the digital ecosystem, privacy, brand safety as well as talent development.

In-depth crash courses and accredited professional certification programs designed to deepen and certify your team's knowledge of digital media



In-Person Training
Provides a comprehensive introduction to the digital audio ecosystem and explains how brands, publishers and agencies can leverage the medium to better reach consumers.



Online & In-Person Training
Provides a holistic introduction to digital media and explains how the industry is structured and how digital media is bought, sold, used and measured.



Online Training
Explains how to leverage cross-platform video advertising capabilities, how to purchase original digital video content beyond traditional network television, and track return on investment.



Online Prep Course Available
Helps digital media sellers demonstrate they have the skills to make informed client recommendations in today's rapidly evolving media ecosystem.



Online & In-Person Training
Addresses how to collect, process, activate and manage data for targeting, measurement, insights and monetization and provides education on legal policies for the use of consumer data in advertising.



Online Training
Traces the development of direct-to-consumer brands and explains how your organization can thrive leveraging strategies utilized by disruptor brands.



Online Prep Course Available
Demonstrates advertising operations professional can implement and manage ad campaigns across digital platforms, channels, ad formats and tools.



Online & In-Person Training
Designed to help sales managers become leaders by teaching how to build a sales team, retain top talent and collaborate cross-functionally.



Online Prep Course Available
Demonstrates media buyers and planners have the knowledge needed to plan and manage digital campaigns while meeting brand objectives.



Online & In-Person Training
Helps learners develop advanced fluency in programmatic technologies and tools, assess investments in programmatic solutions and manage programmatic campaigns and inventory.



In-Person Training
Teaches lawyers, policy, privacy and compliance professionals how the digital media ecosystem operates to empower them to have more informed conversations with clients.



In-Person Training
Provides marketers and media professionals an in-depth introduction to EU and US privacy laws so they can ask more informed questions of legal counterparts.

WHY THE IAB?

- **Free online training programs** to folks who lost their job to COVID through the IAB All Access program (extend to other industries)
- Initiated a Change Equity program to encourage companies to give employees time to get involved
 - 16 hours per month (IAB staff – over 700 hours by Election Day)
- Provide access to industry events (live or on-demand)
 - NewFronts – **300 students registered!**
 - Gen Z – with SNAP, Spotify and Twitch presenting
 - Podcast Upfront
 - Industry initiatives – Tech Lab, Privacy, Measurement, Addressability, etc.
- Provide Access to the Industry:
 - Career Days
 - Meet Presenters
 - Mentorship
 - Internship programs

RAISING THE NEXT GENERATION OF LEADERS: IAB INVESTING IN STUDENTS



Over 300 Students Registered!

*"The IAB event was STELLAR! What a positive light the speakers shined on Gen Z. We are a pretty cool generation, indeed. Incredible panelists, too... **clearly there are people who are keeping up with the trends and always learning!**"*

*"All of the Gen Z's made amazing points and the **companies** also were so amazing! In how they want to **take care of their users and really just help bridge the gap**, I hope we all will get to talk again soon. And am very excited for what the future holds for us all."*

"Catching Z's: Gen Z Insights and How Brands are Connecting with Them"

*"I look at Snap much differently now, understanding the lengths you go to to reach us and engage with us and keep us interested. I am even more excited to use Spotify because of the obvious care and consideration you guys give to contemporary issues, and I'm super excited for the new video podcasts!! **It is really obvious that you reach our generation in a special way and care deeply about your users.**"*

*"I'm really glad that **Big Tech companies are taking their responsibilities to users seriously.** The themes of community, innovation, and free speech were echoed throughout all three presentations in ways that I found really gratifying. It's good to know that the **platforms we spend so much time on want to know who we are and what matters to us.** So thank you again for all the work everyone put in to make yesterday a success and I look forward to similar events in the future!"*

PURPOSE OF THIS MEETING

- Determine the role of the IAB to help **drive meaningful change** around D&I in the **digital media ecosystem**
 - Set agenda and priorities
 - Set S.M.A.R.T. goals
 - Set time-line (*What can we achieve by NewFronts 2021?*)
- Engage interested members, allies, professionals and other organizations to explore and expand existing programs – bring their efforts/programs and focus to digital media
- Create committees around key initiatives – *Allies into Action*
 - Committees to establish working groups, goals, timelines
- Establish an Advisory Board
 - Meet again in 30-45 days with agenda, goals, timing

So, What's The Vision?

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IAB Inclusion Institute



In partnership with



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WHAT IS THE INCLUSION INSTITUTE?

- IAB Inclusion Institute “I(3)” is a separate IAB entity committed to realizing a truly *Inclusive, Equitable and Diverse* industry that is sustainable.
- We will accomplish this through outreach, education, leadership development and accountability through our partnerships in the digital advertising ecosystem.

1. Community & Engagement
2. Workforce & Workplace
3. Best Practices & Resources



COMMUNITY & ENGAGEMENT

- Collegiate Programs
- Readiness and Pipeline Programs
- Diversity recruitment best practices (school selection, diverse org partnerships, etc.)
- Communication tactics
- Branding tactics (college, entry level, apprentice programs) to attract more diverse candidates
- Collegiate Curriculum development (created with University representatives)



WORKFORCE & WORKPLACE

- Building an Inclusive Culture Module
- D&I Certification (based on current skills)
 - *Diversity 101 – For Everybody*
 - *Diversity 201 – For Managers*
 - *Diversity 301 – For DIE/HR/L&D Professionals*
 - *Diversity 401 – For C-Suite & Board level*
- Allyship talking points
- Mentoring Program Tips
- Sponsorship Program Tips
- ERG and BRG Creation and Management
- Measurement Tools & Metrics Development



BEST PRACTICES & RESOURCES

- Thought Leadership
- Resource Library
- “How to” guides
 - (*“How to start the conversation about race”*)
- Case Studies
- List of University/College contacts
- List of cross-industry branding opportunities
- Diversity Articles



IAB Inclusion Institute

Feedback?

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NEXT STEPS

- ✓ **Sign-up** for committees
- ✓ **Select** co-chairs
- ✓ **Secure** commitments (funding, sponsorships, resources, etc.)
- ✓ **Establish** priorities, goals and timelines through committees
- ✓ **Meet** again in 30-45 days

Where Do You Go?

[**iab.com/StepInStepUp**](http://iab.com/StepInStepUp)