



Seeking New Board Members for 2017

IAB Canada

Industry Leadership

IAB Canada Board Membership brings together digital marketing thought leaders to help drive growth of the digital media economy in Canada.

Board members provide valuable input to the association and act as representation of the membership.

As IAB Canada celebrates its 20th year, the association is looking for new board members to join in leading the industry in this critical and exciting new era of on-line advertising in Canada.

Apply to become an IAB Canada Board Member and join our engaged leadership community for 2017!

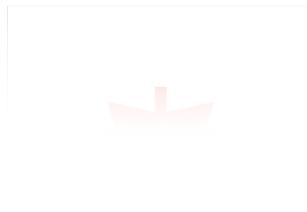
IAB Canada - Powerful Digital Leadership

IAB Canada is a not-for-profit association that was founded in 1997, just as online advertising began to emerge. It is the national voice and de facto thought leader of the Canadian digital marketing and advertising industry. In recent years, IAB Canada has been taking a more active role as an advocacy body, including acting as a liaison between the government and the industry.

Our association represents Canada's most well-known and respected advertisers, agencies, media companies, mobile and video game marketers and developers, measurement companies, service providers, educational institutions and government associations operating within the Industry. Our members represent a diverse range of stakeholders in the rapidly growing Industry, including numerous small and medium sized enterprises, as well as the Industry's most prominent companies.



Celebrate 20 years of Powerful Digital Leadership in Canada by joining the IAB Canada Board of Directors!



Upcoming Events:



**Business of Digital:
Let's Talk Fraud November
15th, 2016**

Join us for the next chapter of the Business of Digital Series where we unpack digital media fraud and learn about efforts being made by the industry to secure the supply chain.

[Register Here](#)

**IAB Canada Metrics
& AGM**

December 1st, 2016

This must-attend annual event provides an afternoon of learning as we reveal the latest Canadian Media Usage Trends (CMUST) study followed by three carefully-selected, hot-off-the press Canadian research/analytics presentations.

IAB Canada's annual AGM follows directly after the Metrics presentations.

[Register Today!](#)

Serving the Canadian Digital Marketing Community

As the only organization fully dedicated to the development and promotion of Digital Marketing and Advertising in Canada, IAB Canada works with its members across four key pillars:



Training

IAB Canada is committed to ensuring prepared talent for the industry. Our programs range from beginner to advanced and our curricula are current, relevant, hands-on and interactive.



Networking

IAB Canada connects thousands of individual members through its network, from committees and councils to trade industry events. IAB Canada is the online industry's go-to association to get connected.



Insights

IAB Canada conducts and curates valuable Canadian research and distributes it to its members and community. We partner with industry leaders to design highly relevant Canadian studies.



Advocacy

IAB Canada's history is rooted in driving self-governance for the online advertising industry. IAB Canada stands strong as the industry voice for all policy-related issues including PIPEDA, CRA, and issues related to ensuring the supply chain.

Many initiatives are in progress across these pillars including a complete re-imagining of the events to provide deep dives on industry topics as well as continued progressive curriculum design and partnerships in the area of training.

IAB Canada's policy work has seen substantial growth in 2016 as the association proudly supports the industry's responsible growth and actively participates in self-regulatory initiatives as well as comprehensive submissions to critical industry discussions at the federal and provincial level.

How to Apply for IAB Canada Board Membership

All interested IAB Canada members are asked to download the [nomination form](#), fill out the information requested and submit the form via email to IAB Canada Board Secretary, Jeff Lancaster at board@iabcanada.com.

The Board will review all submissions and new directors will be voted in ahead of the IAB Canada AGM on December 1, 2016.

We look forward to hearing from you!