

Helping marketers build better brands

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 meeting, we will discuss the role of national associations in helping their members and the industry build better brands and foster a more inclusive and sustainable ecosystem. We will look at progress and next steps for global initiatives in collaboration with national associations including on sustainability and cross-media measurement, and discuss key industry topics including accessibility, retail media and Gen AI.

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

When: May 17, Friday at 10am–2pm EST ([other time zones](#))
Where: Salon B, 2nd floor, Park Hyatt (4 Avenue Rd, Toronto, ON M5R 2E8)
Register/Questions: wfanet.org/toronto or email NAC@wfanet.org

9:00	Welcome breakfast
10:00	<p>INTRODUCTION</p> <ul style="list-style-type: none"> • New NAC chair announcement • Welcome and meeting priorities • Competition law compliance policy
10:15	<p>TOP-LINE TAKEOUTS FROM GLOBAL MARKETER WEEK</p> <p>Jon Baldwin Quintanilla (WFA) to share an overview of key learnings from the week.</p>
10:30	<p>ON DEI AND SUSTAINABILITY</p> <p>Making all ads accessible to all: Taide Guajardo, Chief Brand Officer - Europe at P&G, Isabel Massey, Global Head of Media & Content, Marketing at Diageo, ISBA and Union des marques will share on the <i>Advertising Accessibility Alliance</i>, a brand-led, cross-industry initiative to make advertising content more accessible to people with a form of impairment (visual, auditory, cognitive, motor), and discuss the role of national associations in championing accessibility.</p>

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11:00	<p>Making the shift towards a net zero industry: To meet the 1.5°C climate threshold target, we will have to reach net zero emissions by 2050. And the advertising industry plays a critical role in achieving this. Rob Rakowitz (<i>GARM</i>) and Michelle McEvoy (<i>Planet Pledge</i>) will share on WFA’s plans to develop a common industry-wide carbon calculation model and guidance to drive climate positive behaviours in advertising. Sophie Roosen (<i>Union des marques</i>) will share updates on Oneframe, a framework to better measure the GHG emissions of campaigns.</p>
11:30	Coffee break and group photo (30min)
12:00	<p>ON RESPONSIBLE MEDIA</p> <p>Making cross-media measurement a reality: With ISBA’s Origin programme now approaching beta-testing in the UK, the ANA’s CMM initiative in the US entering its testing phase and interest growing among other national associations, the Halo cross-media measurement framework is gaining momentum. In this session, Matt Green (WFA), Phil Smith (ISBA) and Bob Liodice (ANA) will provide an update on the global programme and local pilots, and outline how other markets can follow in the footsteps of their peers.</p>
12:45	<p>Making sense of retail media: Retail media has been a rapidly growing and evolving ecosystem in recent years, with revenues at \$120 billion globally in 2023. Tom Ashby (WFA) will take stock of recent developments and initiatives and Phil Smith (ISBA) will share on the UK’s Responsible Retail Media Framework, an industry-wide collaboration to drive standardisation and provide a responsible blueprint in this space. Followed by discussion on how national associations can help advertisers navigate key challenges and next steps.</p>
13:15	<p>ON GENERATIVE AI</p> <p>3 in 4 companies already use Generative AI in their marketing or plan to use it soon. Most are optimistic about the potential of the technology in driving business growth, but are equally concerned about the legal, ethical and reputational risks (primer here). National associations will share on how they are looking at Gen AI on behalf of their members and in their own operations. Please fill out a short survey on Gen AI here.</p>
13:45	<p>AOB & NEXT MEETINGS</p> <ul style="list-style-type: none"> • Global Marketer Week 2025 and next NAC meetings
14:00	Lunch