



IAA - Launches New Website - iaaglobal.org

The International Advertising Association (IAA) today announced the launch of its new website: iaaglobal.org

The new website is expected to provide comprehensive information on everything that happens in IAA globally and also in the field of marketing communication around the world. This will further add testimony to the IAA's new positioning as the "global compass for marketing communications". The IAA has partnered with Flipboard who will aggregate global news stories including IAA news and make it available on the website.

"We are ecstatic about the launch of the new IAA website," Felix Tataru, IAA's Chairman and World President said of the new website. The website will offer exciting, detailed and complete news stories and visitors to the site will have a very informative experience. The new IAA website has a highly responsive user design presenting information in a manner that is appealing and speaks volumes of its expertise in global marketing communications."

"In today's world where there are many different sources of information, convergence will lead the way in refined collection, curation and distribution of relevant information, says Srinivasan K. Swamy, the President-Elect of IAA. "The new IAA website will be a one-stop destination for all this. It's Leadership page will carry thought provoking articles, white papers and pieces of significant research" he added.

The Managing Director of the IAA, Dagmara Szulce says "I am extremely proud of the progress the IAA has made with the launch of a new website. The team has worked hard to redefine and tune the website - sharing in-depth information about the new focus of the IAA and the role it plays in global marketing communications".

"The new IAA website is not only a reflection of our new positioning but also establishes us as the global focal point with the requisite expertise and authority within the marketing communications ecosystem".

About the International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, is a one-of-a-kind global partnership whose members comprise advertisers, media,

advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal