



WORLD CONGRESS
PENANG, MALAYSIA | MARCH 6-8, 2024

BRAND:
RE-CODE
BETTER WORLD, BETTER LIFE.

SAVE THE DATE
MARCH
6-8
2024

A FIRST IN SOUTH EAST ASIA

IAA INTERNATIONAL ADVERTISING ASSOCIATION

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MANIFESTO

A new dynamic is unfolding. The convergence of social, economic, and climate crises, along with rapid technological advancements has created a new reality for businesses to navigate.

Traditional brand models exposed vulnerabilities during the COVID-19 pandemic, forcing companies to adapt and reshape their entire operating models. New consumer behaviors are now emerging all the time.

Social issues such as inequality, diversity and inclusion have gained significant attention with customers and the workforce now demanding that businesses incorporate more ethical practices.

The urgency to address climate change has become a focal point to reduce environmental impact and ensure long-term resilience.

Technological advancements like AI continue to disrupt industries, bringing both opportunities and challenges.

In this rapidly changing landscape, businesses must RE-CODE their values and operating models to reflect this new landscape while focusing on long-term value creation.

At the IAA 45 th World Congress, we will share best practices, case studies and NEW frameworks of how creativity, compassion and technology can build significant brand value and enable brands to become a force for good.

See you all in Penang...



PENANG, A CONFLUENCE OF DIVERSITY, CULTURE, ARTS AND HERITAGE

THE PEARL OF THE ORIENT

Penang, the Silicon Valley of the East is also home to the UNESCO World Heritage Site of George Town. This is a land of juxtaposition – a modern cosmopolitan where the confluence of diversity, heritage and culture forms the very fabric of society and is celebrated every day.

To discover Penang is to experience an explosion of the senses, and the perfect backdrop to re-code and be inspired.

- A family-focused green & smart state in a very liveable blue, green and digital economy that champions the coexistence of man, nature, sustainability and progress.
- A multicultural, multi-religious society living and thriving in harmony since the days of Penang as an important trading port in the Spice Trade.
- Malaysia's best restored and re-adaptive traditional architecture as well as heritage trades and arts to be found in the UNESCO World Heritage Site George Town.
- CNN's top places to visit in the world and world-famous for being a food haven – from its vibrant and loud street food haunts to the Michelin-starred restaurants, all serving food made with heart.
- Home to a 130-million-year-old virgin rainforest and the Penang Hill Biosphere Reserve which presents untouched, natural landscapes for terrestrial and marine habitats.

Why Attend?

- Connect with peers from the global advertising industry.
- Learn from expert speakers during the sessions, talks and interviews.
- Gain first-hand knowledge and insights on how sustainability, diversity, equity and inclusion drive brands forward.
- Be inspired by leaders who are shaping the future

The 45th IAA
World Congress
also celebrates:



REGISTER NOW

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and secure your seat at the congress.

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