

**Interactive Advertising Bureau (IAB MENA)
Annual Ordinary General Assembly
Agenda**

Date 21 February 2024, 09:00AM - 12:30PM

Place Online (information on how to join provided with registration confirmation email)

- 1. Call Meeting to Order**
 - Verification of Quorum
 - Chairperson of the Meeting
- 2. Agenda**
 - Additions to the Agenda
 - Approval of the Agenda
- 3. Chairperson Welcome**
 - Chairperson's Thoughts
 - Matters Requiring Vote | Objections
- 4. 2023 Highlights & 2024 Plans**
 - 2023 Highlights
 - Task Force Participation
 - 2024 Plans
- 5. Membership & Financial Governance**
 - Membership Overview
 - Financial Overview
 - Auditors of the Association
- 6. 2023 Adspend Launch**
 - Updated Methodology Overview
 - Scope & Timeline
 - One-to-one Interview Sessions Overview
- 7. Industry Hot Topics**
 - Poll Results
 - Discussions with Audience
- 8. Adjourn Meeting & Closing Remarks**