

IAB GCC LEARNING AND DEVELOPMENT COMMITTEE CHARTER

	Purpose of the Committee's Charter	<ul style="list-style-type: none"> * Outlines the main purpose and objectives of a committee * Describes the committee's mission statement * States the powers and authority of the committee * Outlines how the members should work together to fulfill the committee's goals * Indicates how the committee is composed. * States whether the committee members have any term limits * States how frequently the committee should meet and how to handle meeting protocols
COMMITTEE NAME		LEARNING AND DEVELOPMENT COMMITTEE (L&D COMMITTEE)
1	COMMITTEE CREATION DATE	Monday, June 15, 2020, via a board resolution adopted during an ordinary Board of Directors meeting.
2	MISSION OF THE COMMITTEE	Collaborate with the industry on the development of unbiased digital learning and development programmes to expand the market's understanding of how digital best practices drive their business success.
3	KEY RESPONSIBILITY OF THE COMMITTEE	<ul style="list-style-type: none"> • Lead the Association's learning and development initiatives • Advise the board about learning and development strategies that strive to achieve the association's mission • Identify the strategic orientation of the committee and get the Board approval for its implementation • Elaborate the financial envelope of the committee in accordance with the approved strategic orientation and obtain Board approval • In charge of creating and appointing the head of the sub-committees required for the execution of the Board approved strategic orientation
4	COMMITTEE'S COMPOSITION	<ul style="list-style-type: none"> • The committee shall be composed of at least 3 to a maximum of 5 board members and of 1 to 5 substitute board members according to the adopted by the Board Committee Governance Framework. • Each board member and substitute board member shall express his/her interest in participation in the committee in writing to be sent to the Chairman and Secretary of the Board of Directors. • The committee members shall appoint among themselves the Chair of the Committee. • Each committee member shall lead at least one of the identified strategic orientations/pillars and shall be accountable for its execution and achievement of results. • The substitute board members shall participate in the committee as observers/advisors/subject matter experts and does not have voting rights during decision making unless they participate as a substitute of the Board Member they represent.
5	COMMITTEE'S TERM LIMITS	The committee have no term limits. It is within the authority of the Board of Directors to dismiss the committee before the end of the term of office of the current Board. The committee term shall be extended or dismissed at the discretion of newly elected boards.
6	CHAIR OF THE COMMITTEE	The Committee appointed Mohamad Itani, representing Amazon on the Board of Directors, as a Chair of the Committee

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7	MEETINGS	The Committee will meet at least monthly and hold additional meetings as needed to fulfill its responsibilities as described in this Committee Charter and as called by the Committee Chair.
8	COMMITTEE AUTHORITY LIMITATIONS OF POWER	<ul style="list-style-type: none"> • The committee shall have the authority to identify the strategic orientation of the committee and lead on the Association key initiatives in its sector. • The committee shall have the authority to delegate its responsibilities to subcommittees to execute the approved by the Board committee's strategic orientation under the Sponsor and Head of the Sub-Committee as the committee sees fit. • The committee shall make regular reports to the Board. The committee shall maintain minutes of its meetings and provide copies of the minutes to the Board. • The committee shall review and reassess the adequacy of this charter annually and recommend any proposed changes to the Governance Committee for recommendation to the Board for approval. • The committee shall annually review its own performance and report its findings to the Board.
9	SUB-COMMITTEE'S COMPOSITION	<ul style="list-style-type: none"> • The participation in a Sub-Committee is open to all members of the Association • The participation is limited to a maximum of two representatives per member per sub-committee. • At least one Board Member shall participate in the sub-committee. In case that only one board member is participating, the board member shall be the sponsor of the sub-committee. • The participation in a sub-committee is open to all members of the association but no more than two per members per sub-committee. • Each sub-committee shall have a sponsor, who is one of the members of the Committee to which the sub-committee is attached and a Head of the sub-committee, who will lead the sub-committee and is also a subject-matter expert from the IAB GCC members and ideally not from the Sponsor's company (to reduce bias) and is focused on the outputs and content of the sub-committee's deliverables.

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10	SPONSORS AND HEAD OF THE SUB-COMMITTEES AUTHORITY AND LIMITATIONS OF POWER	<ul style="list-style-type: none"> • The sponsor shall have the authority to appoint the Head of the committee who shall be a matter-subject expert coming from a member of the association. • The Head of the Sub-Committee shall select and get approval from the Sub-Committee's Sponsor who and how many members can join the sub-committee but limited to two representatives per member. • The Sponsor shall remain accountable for achieving the results of all sub-committees he/she is a sponsor and shall report to the Chair of the Committee. • The Head of the Sub-Committee remains accountable for achieving the sub-committee's results and shall report to the Sub-Committee's Sponsor.
11	SUB-COMMITTEES	<ol style="list-style-type: none"> 1- Shortform '101' 2- Vetted Courses 3- Hands-on Workshops 4- Bespoke Programmes
12	SUB-COMMITTEE 1 PURPOSE	Shortform '101' (Podcasts) Short insights and analysis delivered in Podcasts and videos - linked with Measurement Pulse surveys
13	SUB-COMMITTEE 2 PURPOSE	Vetted Courses Approved online courses and certifications covering wide ranging topics and vetted for local relevance & experience levels.
14	SUB-COMMITTEE 3 PURPOSE	Hands-on Training Hands-on training and workshops for industry practitioners
15	SUB-COMMITTEE 4 PURPOSE	Bespoke Programme Bespoke mixed medium training programmes aimed at upscaling specific departments, companies or stakeholder
16	SUBCOMMITTEES' SPONSORS	Shortform '101' - Mohamad Itani, representing Amazon on the BOD Vetted Courses - Ayman Haydar, representing MMP Worldwide on the BOD Hands-on Training - Daniel Vaczi, representing Group M on the BOD Bespoke Programmes - TBD
17	OTHER	