
2021 Membership Overview

Institute of Creative Advertising and Design

ICAD

Foster. Promote. Reward

Introduction

The Institute of Creative Advertising and Design

Established in 1968, the Institute of Creative Advertising and Design (ICAD) is a not-for-profit organisation composed of Ireland's finest creatives. Run by and for its members, ICAD's primary mission – to foster, promote and reward creative excellence – remains at the heart of everything we do. ICAD develops and enacts unique programmes to support, inform and educate its members, encouraging, facilitating and promoting engagement throughout the industries it represents.

What ICAD is now, and what it can be in the future, is determined by its members and by those of you who will become members – by the work you produce, the standards of excellence you aspire to and the level to which you engage.

You are ICAD.

About ICAD

Foster

The ICAD Upstarts programme and the Portfolio Lab programme are ICAD's primary means to foster creativity in Ireland. ICAD Upstarts is a mentorship programme, pairing emerging talent with seasoned creatives to guide and develop their thinking and skills. The Portfolio Lab is an evening of rapid review and critique, allowing young creatives to get feedback from senior creatives from different backgrounds. These programmes facilitate new creatives in benefitting from the insight and knowledge of ICAD's best creatives, and give these senior creatives first access to new talent.

Promote

One of ICAD's primary roles is promoting both its members and their collective interests. The Institute does this at every opportunity across all of its programmes and activities, forefronting its members, their work and their unique views on both a national and an international stage, through its network of partners and collaborators.

In 2020 ICAD staged a major citywide exhibition, using open air projections on both the GPO and Barnardos Square, JCDecaux Digishelters, RTÉ ad spots, a Business Post supplement, a European live stream and much more. This was done during an unprecedented global pandemic with the sole purpose of promoting and celebrating the creativity of our members.

As part of its programme work, ICAD also runs 'Creative Shorts' annually; this is a highly popular programme that creates an opportunity for creatives to celebrate work, made outside of their 9 to 5.

Reward

ICAD's annual awards programme is a fundamental part of our work and is recognised as Ireland's most respected accolade. Each year the Institute assembles a series of juries comprising the finest creatives practicing in Ireland, supported by carefully selected international jurors operating at the highest standards. We do this with the sole purpose of rewarding those who pursue, craft and execute creative excellence. The ICAD bell is recognised as a benchmark for creative excellence nationally and internationally. In 2021, ICAD will once again award the much coveted bell.

ICAD ensures the continued recognition and representation of this work and those who create it, by entering work into international award programmes, nominating creatives as international jurors and proposing winners to speak about their work at events.

Further to this, in conjunction with the CPI, ICAD collaborates to run the Emerging Directors Awards, a programme that rewards and promotes the talents of emerging directors, across our individual channels and to our separate and audiences.

Joining ICAD

Eligibility

ICAD membership is designed to be accessible and beneficial for all Irish creatives. As a membership-led organisation, ICAD's membership is structured around the individual. Membership is available for purchase individually or as a package, however, we are careful to remind businesses that dues are paid on behalf of the individual.

Full membership is open to any creative working in Ireland, working within the multitude of industries represented by ICAD, and to any Irish creative working abroad, within these industries. ICAD also offers student membership, as well as membership options for those working within the industry, but not working in a creative capacity.

How to Renew Membership

Existing members of ICAD will be contacted on an annual basis, and invited to continue their membership. At this time, ICAD will invite existing members to update their personal information to reflect any changes that have occurred over the past year.

How to Join ICAD

Those wishing to join ICAD are directed to an online form, which can be found at icad.ie/membership. We invite you to submit your application for membership here, after which ICAD will issue your invoice for membership dues. If you were not an active member in 2019, you will be considered a new member of ICAD, and must submit your application as such.

Deadline to Join or Renew

Membership can be taken at any time during the year, however, it is valid from January 1st until December 31st, regardless of the date of joining. Please note ICAD membership must be up to date in order to enter the 2021 ICAD Awards, and it will be impossible to submit work otherwise. In 2021, only active members who are up to date on their membership dues at the time of the call for entries will be eligible to be considered for an ICAD Bell.

Benefits

General Membership

Membership of Ireland's longest-standing and most distinguished industry body, an institution now in its 62nd year, and a community of Ireland's finest creatives.

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Exclusive entry into Ireland's oldest and most prestigious Advertising and Design award programme.

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Promotion of you and your work on both a national and an international stage, through ICAD's programmes, its partners and collaborators.

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Exclusive access to the ADC*E's international awards programme, as well as discounted access to the ADC*E's awards festival and events throughout the year.

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Exclusive opportunities to mentor and engage with Ireland's up-and-coming creative talent.

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Discounted members' rate tickets to ICAD events and discounted rates for publications.

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Discounted access to Design Enterprise Skillnet professional training sessions, workshops and courses.

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ICAD consistently advocates on behalf of its members to government bodies, educational institutions, and other industry bodies, ensuring their needs and views are accurately represented.

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AGM Voting Rights.

**This does not apply to student membership, retiree membership or associate (non-creative) membership.*

Student and Graduate Membership

Inclusion in and exposure to the creative community where you hope to forge a successful career.

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First access to programmes such as the portfolio lab and limited student tickets.

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Student members will receive €50 in credits to use towards awards entries, event tickets, and programme fees.

Corporate Membership

Reduced rate membership.
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Corporate companies can delay assigning some memberships to individuals until the companies entries into the ICAD awards are decided and finalised.

**A minimum of 2x memberships must be assigned at the time of purchase.*
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Although memberships must be assigned to individuals for the purposes of the ICAD professional directory and awards entries, tickets for ICAD events can be purchased any individual within the company up to the number of memberships held, tickets in excess of this will be charged at non member rates.

Education Body Membership

Inclusion in and exposure to the creative community for your students, as well as full membership status for faculty members.
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First access to programmes such as the portfolio lab and limited student tickets.
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Students and recent graduates of your education body will receive a further discount on membership. This discount will not reduce the credits assigned to your student members.
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Exclusive opportunities to collaborate with ICAD on present and future programmes to further benefit your students and prepare them for the industry.