

# 2024 ICAD MEMBERSHIP BENEFITS



01.01.24—31.01.25

**FOSTER. PROMOTE. REWARD.**  
#CreativeICAD

**I am honored to start this year as ICAD's new president. While the intricate challenges of this role are still unknown to me, I am blindly optimistic that this is going to be a great year!**

Let's face it; for many, 2023 was a bit of a shocker. However, I'm encouraged by the resilience and determination of our industry to bring creativity to life despite the challenges. In the last year, ICAD has managed to foster the next generation of Upstarts (culminating in an exhibition in the Bernard Shaw) and grow the EDAs beyond expectations. The 65th ICAD Awards night in September was a vibrant showcase of stand-out creativity from the young and not-so-young among us.

In 2023, we also welcomed Neil Rooney as ICAD's new Executive Director, and I'm excited to work with him as we build on our plans to nurture, grow, and celebrate our community. I took this role knowing that ICAD represents a hugely creative and ambitious bunch of people (you). Through new strategic collaborations and initiatives our goal is to champion our members even more effectively. I'm looking forward to your collective support in creating ICAD's next chapter. It's going to be a great year.

**Kasia Ozmin,**  
President of ICAD





➤ **Nathan Reilly** Past President 2023  
**Kasia Ozmin** President 2024  
**Neil Rooney** Executive Director



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# ABOUT ICAD

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**Established in 1958, the Institute of Creative Advertising and design is Ireland's longest standing and most distinguished industry body serving the Irish commercial creative sector.**

ICAD is a vibrant, interconnected community with a shared purpose—fostering, promoting and rewarding creative excellence. To achieve our mission, ICAD channels all profits directly to programmes that benefit our members and emerging creatives, both personally and professionally.

As a non-profit organisation, owned by our members, for the benefit of our members, ICAD serves a community of individuals who span the creative industry. Together, through their work, ICAD members power agencies, studios, production houses and drive the creative industry as a whole. ICAD members are people, not businesses.

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**We are** Designers  
Copywriters  
Directors  
Editors  
Cinematographers  
Composers  
Animators  
Producers  
Developers  
Photographers  
Illustrators  
Educators  
Students

**We are ICAD.**





➤ **A Swallow's Tale**  
Silver—bigO

# RECENT ACHIEVEMENTS

Over the past two years ICAD has achieved incredible things and we are very proud of the efforts of our members, our two voluntary boards, ICAD partners, collaborators, and staff. Below are just a few of the things that have happened.

## 2022 ACHIEVEMENTS

<b>MARCH</b>	‘Set Up’ ICADemy with Mark Shanley and Margaret Levingstone
<b>JULY</b>	MANIFESTO, 2 day creative conference Nathan Reilly becomes ICAD’s 39th President
<b>DECEMBER</b>	Awards Book crowd-funded by members Partnered with Radiocentre to launch their Inaugural Irish Radio Awards, in partnership with Radio Centre Ireland

## 2023 ACHIEVEMENTS

<b>FEBRUARY</b>	Record number of EDA entries submitted
<b>APRIL</b>	Publication of the first ICAD Awards Book in 6 years
<b>MAY</b>	Hosting of the 8th annual EDA Awards
<b>JUNE</b>	Upstarts exhibition
<b>SEPTEMBER</b>	65th Anniversary of ICAD Hosting of sold out ICAD Awards Neil Rooney appointed Executive Director
<b>DECEMBER</b>	Launch of the 2nd annual Irish Audio Awards in partnership with Radio Centre Ireland

<b>GROWTH</b>	<b>MEMBERS</b>	<b>AWARDS ENTRIES</b>
2019-2023	↑175%	↑ 85%

**CREATE  
TOGETHER  
HER**



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## OUR MISSION TO FOSTER

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Through our Foster mission, ICAD administers and collaborates on programmes that provide knowledge, supports and connectivity to emerging and established creatives alike. Foster is our commitment to improving the lives of our members, enabling them to develop personally and professionally. ICAD programmes bring creatives together to share knowledge and learn from each other, we foster an environment where creativity thrives and excellence is achieved.





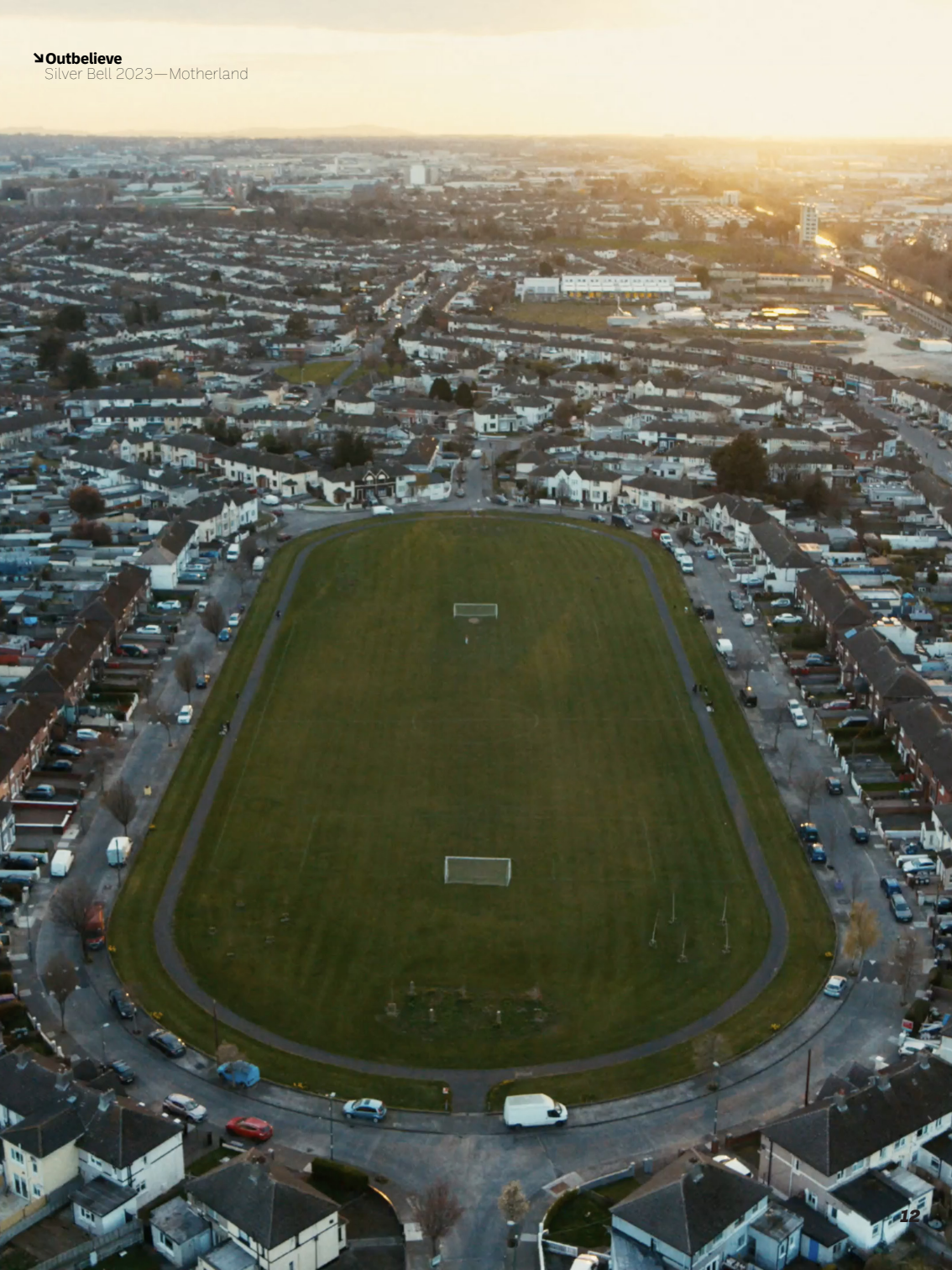
**Unwasted Beer**  
Gold Bell 2023—Publicis Dublin

## OUR MISSION TO PROMOTE

The promotion and encouragement of great work is one of ICAD's founding principles. Promote underpins every ICAD programme and activity – championing our members, their work and their views on both a national and international stage. Promote is also our shared voice, through which we agitate, advocate and advance the creative industry, while inspiring positive social change.







# OUR MISSION TO REWARD

ICAD's annual awards programmes are a fundamental part of our work. Each year the Institute assembles diverse juries comprising the finest domestic and international creatives, operating at the highest standards. We do this with the sole purpose of rewarding those who pursue, craft and execute creative excellence.



I WANT TO THANK E D  
 WITH THE PROGR  
 AGENCIES AND MY  
 FOR MAKING THIS I  
 ING AND TRULY VAL  
 SPECIAL THANKS T  
 DANIELE O CONNI  
 SUPPORT AND THO



**Creative  
 Climate  
 Action**



oline@gmail.com





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## MANIFESTO

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MANIFESTO was an ambitious and important undertaking by the Institute. Following the global pandemic, ICAD members faced many challenges, and the traditional forums were either no longer in place or hadn't been available due to lockdowns and associated restrictions. ICAD undertook the challenge of creating an interactive forum where creatives could come together to discuss these challenges under the themes of equality, independence, and creativity.

ICAD convened international and national creatives with unique perspectives and experiences to give talks and participate in panels alongside psychologists, government representatives and other industry organisations. The ultimate goal of MANIFESTO was not just to discuss these issues, but also to move towards solutions and build bridges.





## 6 YEAR AWARDS BOOK

**In 2022 ICAD launched a Fundit campaign to prefund the first ICAD Awards Book in 6 years. As the pre-eminent industry organisation for creative excellence in Ireland, we take seriously our responsibility not just to reward but also to document and promote this work.**

ICAD felt strongly that we needed to produce this book as an archival document, commemorating the people, the work and the standards achieved in creative advertising and design. By funding the book in advance the institute ensured this was not only a financially viable venture, but also an investment into the organisation's future. The result was a 340+ page book featuring close to 1000 projects, was designed by Distinctive Repetition and printed by Colorman Ireland, using 100% Recycled paper.



***WORK  
HARD***

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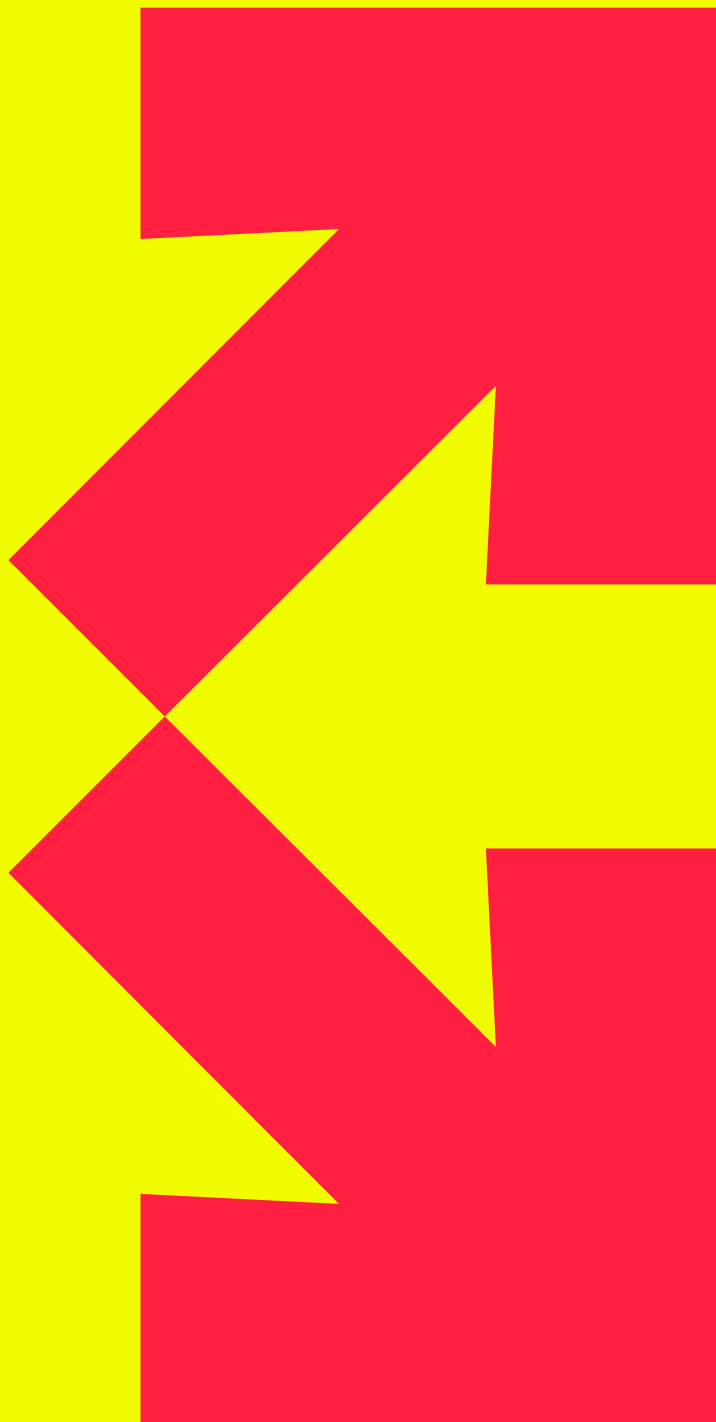
## STEP UP ICADEMY

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The 'Set Up' ICADEmy was the final installment in an ICADEmy series centered around creative bravery which started in 2021. Featuring Mark Shanley of adam&eve DDB, and Margaret Levingstone of Motherland, the ICADEmy took place in Whelans and also marked the launch of the 2022 ICAD Awards.

Through the course of the evening, the two interrogated the idea that being allowed to fail was a key factor in the pursuit of creative excellence, stepping up to creative challenges in the face of fear, and the importance of pivoting and problem solving when things aren't going to plan.





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# AUDIO AWARDS

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With a joint remit of promoting excellence in audio advertising, ICAD partnered with Radiocentre Ireland to launch and host the inaugural Irish Audio Awards in 2022. Being experts in running creative awards, ICAD worked with Radiocentre to hone the programme, select juries and lend credibility to an event that both rewarded and championed excellence in audio advertising.

The programme had an incredibly successful inaugural year, surpassing all expectations. Both ICAD and Radiocentre look forward to celebrating the 2nd Awards in March 2024.





**7 The Consilience Project**  
Gold Bell 2023—Red&Grey





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## **EMERGING DIRECTOR AWARDS**

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In 2023 the EDAs saw the appointment of two new committee members, Rachel Murray from Publicis Dublin, and Ross Kileen of Motherland. As always, the committee worked hard to develop and improve the awards and was able to announce a record-breaking year for entry numbers.

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## UPSTARTS

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We were delighted to present the 2023 Upstarts group at their exhibition in June. The exhibition was held in the Bernard Shaw and the programme would not have been possible without the generous time and support given by the 2023 programme partner, BBH Dublin. The assistance of BBH Dublin and the board meant the institute was in a position to host a stand alone exhibition event for the first time since the global pandemic. We wish the Upstarts every success in their careers.







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## 2023 AWARDS NIGHT

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2023 marked the 65th year of the institute's existence and ICAD ensured this was properly marked with a sell-out awards event in Dublin Castle. The ceremony saw representation from every area of ICAD membership and the awarding of ICAD Bells across 106 categories, including coveted Gold Bells for Publicis Dublin, Tiny Arc and Red&Grey. The awards saw —attendees from every area of ICAD membership and awarded —bells. This would not have been possible without the dedication of ICAD's voluntary president and boards. We were also delighted to introduce the new Executive Director, Neil Rooney, to the membership at this event and we look forward to a new chapter in ICAD's story.



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## FOSTER

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Training & Development

ICAD Upstarts

Design Skillnet Partnership

ICADemy Events

ICAD Portfolio Lab

ICAD Skills Workshops

Health Awareness & Education

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## PROMOTE

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Members and Their Work

Global Network

Access to Talent

Advocacy for Creatives

Advancement of the Industry

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## REWARD

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Annual ICAD Awards

Irish Audio Awards

Emerging Director Awards



# 2024 PROGRAMMES INCLUDE

Irish Audio Awards

Emerging Director Awards

Mental Health Awareness Week

Creative Shorts

ICADemy

Upstarts Programme & Exhibition

ICAD Awards

Annual General Meeting

More programmes to be announced throughout 2024, please join ICAD's mailing list and follow our social channels for updates and announcements.





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# MEMBERSHIP BENEFITS

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## FOSTER

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- Membership of Ireland's longest standing and most distinguished industry body made up of Ireland's finest creatives.
- Exclusive entry into Ireland's oldest and most prestigious Advertising and Design award programme.
- Promotion of you and your work on both a national and international stage, through ICAD's programmes, its partners and collaborators.
- Priority access to the inaugural ICAD Awards festival, commendations announcement and awards ceremony.
- Exclusive access to international awards programmes through ICAD.
- Opportunities to mentor and engage with Ireland's up and coming creative talent.
- Exclusive or priority access to professional training and development opportunities.
- 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.
- Inclusion in ICAD's online directory of creative's. Exclusive access to members rate tickets and publications.
- ICAD engages in and drives awareness and education initiatives that promote positive mental and physical health.
- AGM Voting Rights\*.

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## DISCOUNTED ACCESS

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- Design Enterprise Skillnet training.



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## ELIGIBILITY

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**ICAD membership is designed to be accessible and beneficial for all Irish creatives. As a membership-led nonprofit, ICAD's membership is structured around the individual, not the business so it's important to note that dues paid by a business are on behalf of the individual. ICAD also offers options for those working within the industry, but not working in a creative capacity.**

To provide network and opportunity to emerging creatives, ICAD membership is free to all students working in the creative field.

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### HOW TO JOIN

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To become a member of ICAD, email [info@icad.ie](mailto:info@icad.ie)

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### DEADLINE TO JOIN OR RENEW

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**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 2024 ICAD Awards. In 2024, 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.

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### MEMBERSHIP TERM

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ICAD membership fees are automatically renewed on an annual basis and run from January 1st to December 31st. If you are not a member, ICAD offers a variety of subscription models; however, if you are unsure of what kind of membership is best for you, get in touch at [info@icad.ie](mailto:info@icad.ie).









***YOU'RE  
NOT***

***ALONE***

# INDIVIDUAL RATES

<b>STANDARD</b>	Practising creatives in the industries represented by the Institute.	<b>€200</b>
<b>EDUCATOR</b>	Creatives educating in third-level courses related to the industries represented by the Institute of Creative Advertising and Design.	<b>€125</b>
<b>STUDENT</b>	Creatives studying in 3rd level courses related to industries of advertising and design.	<b>Free</b>
<b>GRADUATE</b>	Creatives who have graduated from 3rd level courses related to industries of advertising and design in the preceding 12 months.	<b>€65</b>
<b>UNWAGED</b>	Creatives in the industries represented by the Institute of Creative Advertising and Design who are currently not working.	<b>€65</b>
<b>RETIREE</b>	Honorary membership is available to retirees who have worked in the industries represented by ICAD. Honorary membership under is based on contribution to and engagement with ICAD and is given at the discretion of the ICAD boards.	<b>N/A</b>
<b>PRESIDENT</b>	Past ICAD Presidents are automatically entitled to honorary ICAD membership.	<b>N/A</b>
<b>ASSOCIATE</b>	Non-creatives working within the industries represented by ICAD, either as a creative or an associate.	<b>€200</b>





**Manifesto Festival**  
Sandra Bold—Creative Director



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## CORPORATE RATES

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<b>TIER 1</b>	5-member package. This represents a 10% discount.	<b>€900</b>
<b>TIER 2</b>	10-member package. This represents a 15% discount.	<b>€1700</b>
<b>TIER 3</b>	20-member package. This represents a 20% discount	<b>€3200</b>

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## EDUCATION INSTITUTION RATES

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<b>TIER 1</b>	2-member package. This package represents a 10% discount on each of the 2 faculty memberships purchased. ICAD will also offer a further 10% discount to recent graduates of this education body	<b>€225</b>
<b>TIER 2</b>	5 faculty member package. This package represents a 15% discount on each of the 5 faculty memberships purchased. ICAD will also offer a further 15% discount to recent graduates of this education body.	<b>€530</b>
<b>TIER 3</b>	7-member package. This package represents a 20% discount on each of the 7 faculty memberships purchased. ICAD will also offer a further 20% discount to recent graduates of this education body.	<b>€700</b>

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\*These members do not have voting rights at AGMs.



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# THANK YOU

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**THE COMMERCIAL PRODUCERS IRELAND**

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**SCREEN IRELAND**

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**BBH DUBLIN**

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**RADIOCENTRE IRELAND**

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**HALL PRINT SOLUTIONS**

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**PENCO POST**

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**PUBLICIS DUBLIN**

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**CREATIVE FUTURES IRELAND**

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**FINLAY—MULLIGAN AND CO.**

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**It's been great to step in as the new Executive Director. Having worked in the creative industry and subsequently for nonprofits, I'm acutely aware of the metamorphic power of creativity and community, and the positive impact it can have.**

I'm looking forward to a transformative year with a fresh commitment to foster, promote, and reward creative excellence, while driving innovation and collaboration within the industry.

**Neil Rooney,**  
Executive Director





***NEW  
START***