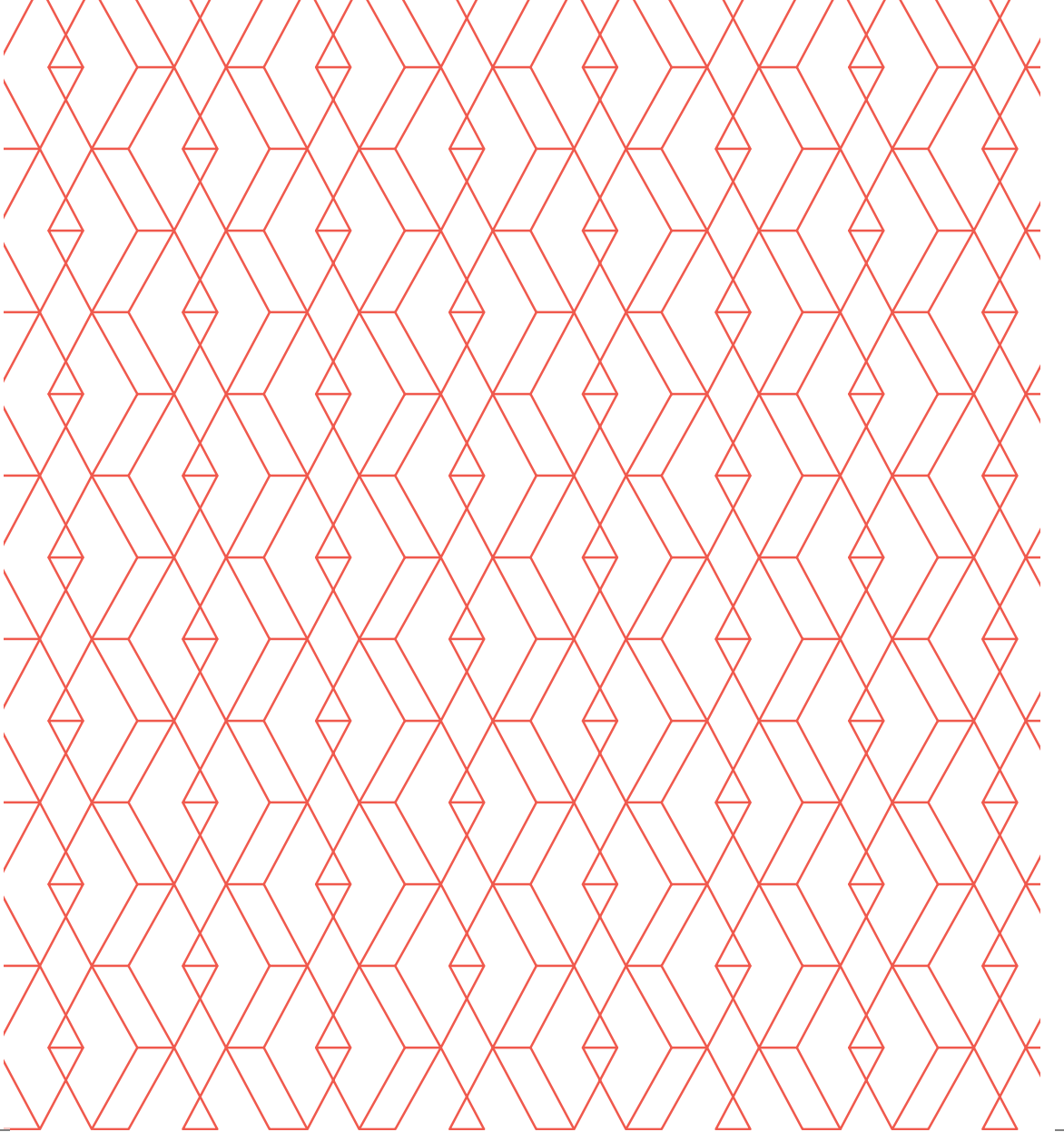


**THE LITTLE BOOK OF  
WACL**

What you need to know as a new WACL member



# CONTENTS




Hello




Our purpose



A (very) brief WACL history




A year in the life of WACL




How to get the best out  
of being in WACL



How the WACL family fits together




New member FAQs



**HELLO**





... and welcome to WACL.

Congratulations on joining this wonderfully friendly and supportive Club. We know the amount of stuff that comes your way as a new member can feel a bit overwhelming, so the aim of this guide is to give you a basic introduction to the Club. Think of it as being a bit like an Apple Quick Start guide (albeit with a few more words!)

The best way to find your feet in WACL is to throw yourself in: for example, join a committee, become a speed mentor, or attend some of our events. But, in the meantime, this should answer your burning questions and help you feel at home in the Club.

It's lovely to have you - We hope you enjoy being a WACL member as much as we do.

# OUR PURPOSE





WACL is a club for women leaders whose purpose is to accelerate gender equality in communications and marketing.

To deliver this, we focus on three things:

- Inspiration
- Support
- Campaigning

We provide **inspiration** to aspiring female talent via events like Gather, our annual conference. We also come together to inspire and help each other.

For example, we hold regular dinner events with inspirational speakers, as well as other activities for our members and their guests. The aim is simply to get women together to connect, enjoy themselves and support each other.


We **support** by offering training bursaries via our Future Leaders Award to help women achieve their potential. We also raise money for NABS, the charity that champions the well-being of people in the advertising and media industry.

We **campaign** with the aim to speed up gender equality in communications and marketing, and use our collective influence to do so in a way that is both impactful and constructive.

# A [VERY] BRIEF WACL HISTORY







▼

WACL does have quite a history – in fact, almost a hundred years of stories. The club was founded in January 1923 by men - for women. The founders were from both the client and agency side of the business: John Cheshire was MD of Lever Brothers, and Sir William Crawford and CH Vernon headed up the agencies which bore their names. We like to think of these men affectionately as our ‘godfathers’.

Why found a club like WACL? In the 1920’s, there was a growing number of women beginning to find their way into the advertising industry, and not just as secretaries. However, the catalyst came in 1924 when a convention of the International Advertising Association was due to be held at Wembley. A number of the American delegates coming were women. There was no suitable organisation to welcome them, so WACL was born.

From such a relatively pragmatic beginning, WACL has grown steadily in size, influence and status to become the organisation it is today.

An organisation that’s capable of inspiring and supporting a new generation of women, as well as running influential campaigns to promote gender equality in the industry.

At the History of Advertising Trust there’s an archive that provides a fascinating record of women’s social history in Britain. It also serves to confirm that WACL has always stayed true to its original values, however much it’s evolved. These values are simple ones, like companionship and mutual support. WACL today offers a uniquely special welcome to both women and men at its public events.

If you’re interested in the Club’s history, you’ll find lots more information on the website.

# A YEAR IN THE LIFE OF WACL



[ lots of events to look forward to! ]




As WACL has grown in size and scope, our events calendar has grown busier and busier. The best way to keep up to date with what's going on is to check the website [www.wacl.info](http://www.wacl.info), the Facebook group, or the newsletter.

There are a whole series of events for you to get stuck into, meet other WACLers and generally enjoy yourself... These include the [Christmas Gala](#), [speaker dinners, lunches and breakfasts](#) which you can invite guests to. We also have [members-only events](#) throughout the year as well as the [NED group](#) lunches and seminars. We also run training events like [Gather](#) and [Gatherings](#), which give young women in the industry inspiration, practical advice and a chance to network with WACL members.

# GET YOUR DIARY OUT





Specific dates will vary from year to year, but generally there's a familiar pattern to the WACL year, which officially kicks off in July...

## **JULY**

This is when we hold the AGM. It's always 4-7pm on the first Tuesday of the month. The only compulsory event for members. It's when we review the past year, elect new Exec Committee members, wave goodbye to the outgoing President and get introduced to the new one, who traditionally sets out her vision and objectives for the forthcoming year.

## **SEPTEMBER**

President's drinks are a members-only event, a great chance to meet other WACLers or catch up with colleagues after the summer.

## **DECEMBER**

The Christmas Gala is one of highlights of the WACL year. A huge charity fundraiser and a chance to let your hair down...

## **JANUARY**

The calendar year starts with members-only VP drinks.

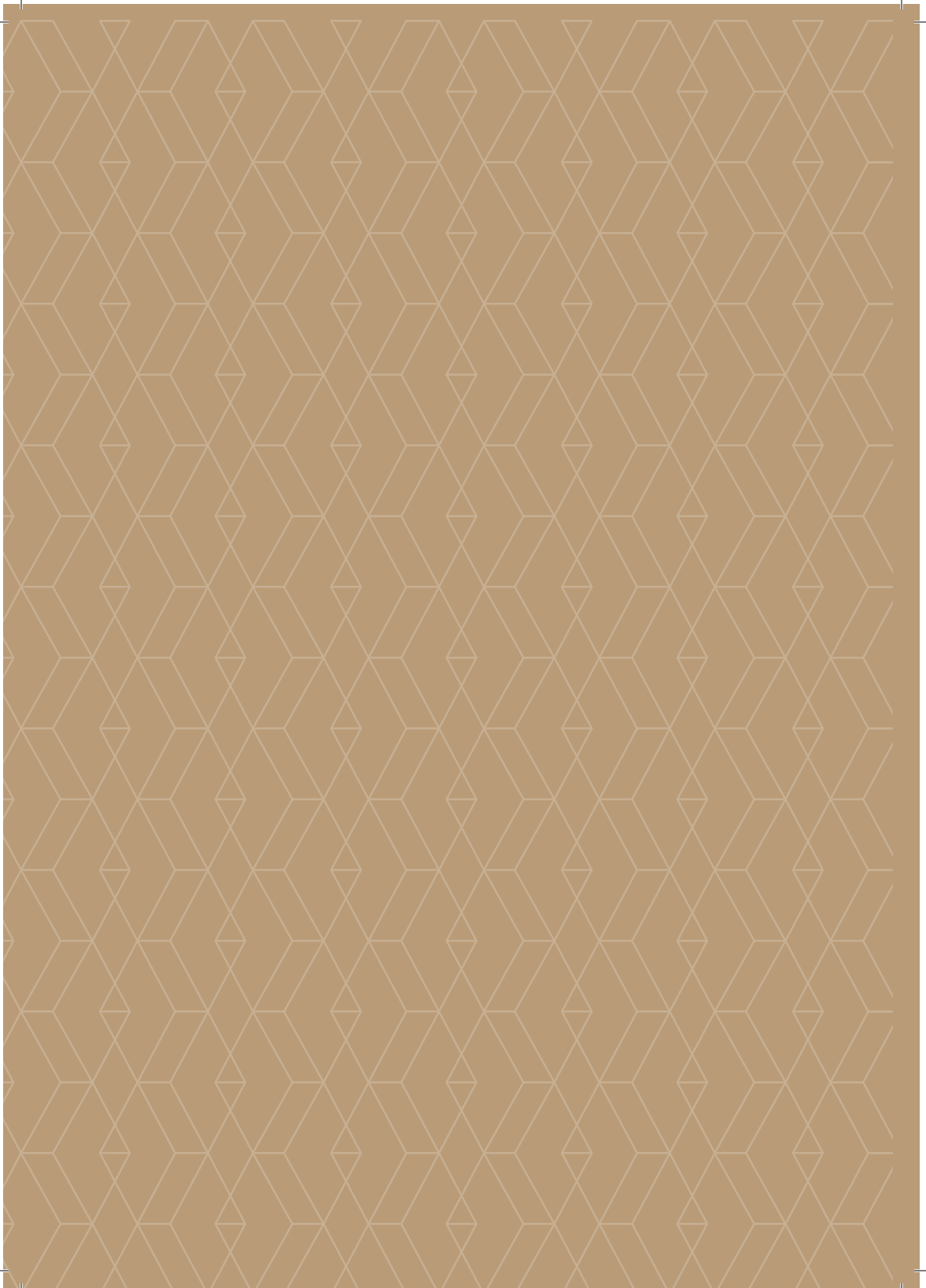
## **FEBRUARY- APRIL**

Look out for speaker dinners and members-only breakfasts. (They all count towards your 3 events a year quota – see the next section.) The Future Leaders Award also happens around now. So make sure you encourage the young women in your organisations to apply!

## **MAY**

Gather, a one one-day training conference for young women in the industry takes place every year in May.

You can find details of upcoming events on the website.



# HOW TO GET THE BEST OUT OF BEING IN WACL



## STUFF YOU HAVE TO DO

WACL has relatively few 'rules' but there are some guidelines that help everything run smoothly. And the good thing is if you follow them you won't get any slightly frenzied emails chasing you for payment or nagging you to attend an event!

### 1.

#### ATTEND THE AGM

It's once a year, in July, and is the only time we ALL get together to review the Club's activities, finances and so on. We keep the formal bits to a minimum as much as possible, leaving time to chat and network over a glass of wine and dinner.

### 2.

#### ATTEND AT LEAST 3 QUALIFYING EVENTS PER YEAR

and let the Honorary Secretary know if there are extenuating circumstances (travel, illness, etc.) which mean you can't make the minimum. There are lots of events to choose from. More and more of them are members-only, which lowers the cost.

### 3.

#### PAY YOUR BILLS ON TIME

The WACL admin team is small and always busy, so please make their jobs easier (and ease our cash flow) by paying your bills on time, so they don't have to chase finance teams or PA's. We are a not for profit, so delays and cancellations can have a major impact.

### 4.

#### KEEP IT PLEASURE, NOT BUSINESS

WACL is a place to make new friends and support each other. It's not a place to pitch for business.



## STUFF IT'S GOOD TO DO

There's no rule that says you have to do this.

But WACL members who get the most out of their membership tend to have at least some of the following habits in common.

# 1.

### GET INVOLVED

The more you do, the more you get out of being a member. Join a committee, be a Gather mentor, organise a postcode party, sit in on an Exec committee meeting, and of course attend events. Members- only events are a great way to meet other people. Or you could sit on a members' table at a dinner if you didn't want to take a guest.

# 2.

### IF IN DOUBT, ASK

Ask your mentor, ask the new members' team, ask the Exec. However small and trivial your question, someone will be happy to answer.

# 3.

### BE GENEROUS WITH YOUR TIME AND SUPPORT

towards other WACL members.

If another member contacts you, it's Club etiquette that you should always respond. The Club works best when we all help and support each other. Any favours you do for others will be repaid in spades.

# 4.

### SUPPORT WACL IF YOU CAN

Whether that's adding your voice to a campaign, encouraging women in your organisation to apply to the FLA, or sending people to Gather/Gatherings. As members, the more we support our Club, the stronger it will grow. Don't be shy of letting people know you're a member - you can wear your WACL membership with pride!

# HOW THE WACL FAMILY FITS TOGETHER





With around 170 members, WACL is not a huge organisation. It's more like a very large family. There are several categories of membership:

**Full members** are women in advertising, marketing and related businesses who have been in senior executive roles for at least five years.

**Honorary members** – otherwise known as very special people – are full members, who in the minds of us WACLers, have made a major contribution to the Club, for example, holding executive roles such as President. At the moment, there are only 7 honorary members, which gives you some idea of what an accolade it is.

**Associates** are those who are either retired from active or executive work, have taken up a non-executive role, or are working outside the world of communications and marketing, but still want to be involved in WACL.

**International members** are previous full members of 2+ years whose current executive role means they live overseas.

# THE EXEC COMMITTEE





Headed up by the President, the Exec Committee is the team that runs the Club. The President serves a one-year term, supported by the Vice President who takes over as President in the following year. Together, they work across all the activities of the Club, in partnership with the Honorary Treasurer, Honorary Secretary, Honorary Dinner Secretary and Exec members responsible for Communications.

Other Exec roles take responsibility for dinners and key events or projects like the Future Leaders' Award. These roles are elected at the AGM by a membership vote.

Anyone can nominate themselves to sit on the Exec. Typically there are four places a year and the President allocates the roles according to her plan for the year. We strongly encourage new members to put themselves forward!

Finally, the financial administrator is also a member of Exec. Their role is to control the finances for all the Club's activities.

# COMMITTEES





The day-to-day business of the Club is organised through its committees. These take shape each year after the AGM with each committee usually chaired by one of the Exec.

There are committees to organise the Gala, Gather, the Future Leaders' Award, Gatherings, Events and to oversee membership and new members.

There may also be additional committees related to the current President's priorities and interests. For example, at the moment we have a 'Fit for 100' group. Its remit is to look at the shape and structure of the Club, making sure it's fit for purpose in the run up to the Club's 100 year anniversary.



## NEW MEMBER FAQs

What's expected of me as a new member?

The only formal requirements are to attend three events a year, the AGM and to pay your bills on time. (If you're unsure about which events count, just ask the Honorary Secretary, but generally it's the formal dinners, the members-only drinks and dinners and the speaker breakfasts.) Less formally, 'getting stuck in' as quickly as you can is a good rule of thumb. The quicker you get involved, the more at home you'll feel.

I'd like to get more involved but I don't know how to. What should I do?

Ask the President or the Vice President for their advice. They will always know what's going on and where help is needed. If there isn't an immediate opportunity, ask again around AGM time. That's when people start thinking about putting together committees. There's usually someone on the look-out for willing volunteers.

Are there lots of 'unwritten rules' that I need to get my head around?

WACL is nearly 100 years old, but we pride ourselves on being a club for the modern world. No secret handshakes, no strange traditions. Just a group of senior women doing their best to support each other and doing what we can to champion gender equality in the industry.

I don't know many WACL members. What's the best way to meet more of them?

We now have a formal induction process for new members, together with a growing number of members-only social events. These are always very friendly affairs – basically the whole point is to meet other WACLers. Joining a committee is also a great way to get to know other people.



### What's the best way to stay on top of what's going on?

The President writes a monthly newsletter. Probably the definitive source of all Club news, it covers recent and forthcoming events and initiatives, member news, and lots more. You can also check the events calendar on the website and don't forget to join the members-only Facebook group, follow @WACL1 on twitter and add membership of WACL to your LinkedIn profile.

### If I have suggestions or ideas for the Club, how do I make them known?

You can contact any member of the Exec who will happily either feed your ideas through, or put you in touch with the relevant member. We're always open to ideas and suggestions for ways to improve the Club, or for new activities, so please don't be backward at coming forward!

### If I have a query about tickets or billing, who should I contact?

The Financial Administrator manages all the Club's admin and day-to-day financial matters. Please contact her if you have any billing or admin questions.

### I'd like to nominate someone for membership. How do I do this?

People who want to become WACL members need to apply directly for membership via the WACL website [www.wacl.info](http://www.wacl.info). There are guidance notes on criteria for membership that they have to fulfil on the website and their application will also need to be supported by two existing WACL members.

Please check the website for further details.





