



AAMS was conceived to be an organisation operating in the sole interest of its membership.

We recognise that 2021 is likely to place huge commercial pressure on our members' businesses. But despite this, we want AAMS to start with a great deal of fresh energy, excitement and 'can do' spirit.

Thus, we will be waiving the membership fees for the year.

We ask that, in lieu, all members support the organisation via a pledge to invest the fee amount in 'other spend' with the AAMS; such as funding training course attendance, awards entries, and/or their own time in helping to deliver programmes. These actions will enable the AAMS to build a relevant and compelling offer to the membership it represents, and in turn, help to form this exciting new organisation.

Upcoming Programs



1. EVENTS

Effie SG 2021	January - June 2021
Crowbar Big Break 2021	April 2021
SMA SG 2021 + Forum	May - August 2021
Portfolio Night 2021	September 2021
Creative Circle 2021 (Gong, Crowbar & Conference)	June - November 2021



2. TALENT DEVELOPMENT

Mental Wellness program	April 2021
Digital Marketing program - Content Creation & Development	May - June 2021
Data Visualisation program	August 2021
Data Analytics program	September 2021



3. BUSINESS ACCELERATOR

A business transformation program	May 2021
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Above timings will be subject to final confirmations

About the AAMS (Association of Advertising and Marketing Singapore)

AAMS, a merger of the Association of Accredited Advertising Agents, Singapore (4As) and the Institute of Advertising Singapore (IAS), is Singapore's leading Association for the AdMarcom industry built on over 100 years of industry experience, and guided by an Executive Committee of top industry leaders.

Visit [AAMS.org.sg](https://aams.org.sg) [AdMarcom.sg](https://admarcom.sg) for more information.

Membership Application form is attached. Should you need any assistance with the form or further information about AAMS, please contact Secretariat@aams.org.sg



Name of Co. Applicant:

Company Name as Per ACRA Records:

ACRA Reg. No:

Tel No:

Address:

BUSINESS INFORMATION

Description of Main Business:

I/WE AGREE TO SUPPORT THE PLEDGE AND ABIDE BY THE RULES OF THE ASSOCIATION

Signature:

Name of Signatory:

Email:

Designation:

NOTES :

1. This application will be placed before the first meeting of the Executive Committee after receipt of the completed form.
2. Membership rates:

Category - Please circle applicable category	Annual subscription for 2021
Individuals (in AdMarcoms)	SGD 250
Agency A / Corporate A >25 employees (in Mktg function)	SGD 2,000
Agency B / Corporate B Up to 25 employees (in Mktg function)	SGD 1,000
Others (Such as other associations, educational institutions, not AdMarcom companies)	Determined at Exco's discretion