



The Association of Advertising and Marketing Singapore (AAMS) was formed on 1 Nov 2019, merging both the 4As and IAS. AAMS now represents all aspects of Advertising, Marketing, and Marketing Communications (AdMarcom).

The value in being part of us:

To be recognized,

To win, participate and attend awards like the: Effie Awards, GONG Awards, judge for Crowbar Awards, Singapore Media & Marketing Awards (SMMA) & Hall of Fame.

Earn badges for your company through initiatives like contributing to the DE&I movements.

To learn,

By providing case studies and best practice repository, we can help the industry continually improve & grow. One such example is the recent Inaugural Effie Learning Festival 2023 where finalists of the Effie Awards 2023 presented their cases.

We also provide AAMS Certifications & training such as the Career Conversion Program (CCP) that is popular amongst SMEs & MNCs alike.

To contribute,

By being a part of us, you are prioritised in being able to contribute to the industry in many ways. Examples are sponsorships for the NexGen & Crowbar Challenge competitions. Besides monetary sponsorships, you are also prioritised when you need to speak at a networking event to share, or at award shows.

To compete fairly,

We will be able to keep you up-to-date & informed of the latest ASAS code, events & industry happenings & through informative talks, webinars. AAMS also has a pitch guide available for all members of the association.

To be informed,

Branching out to competing fairly, we would also love to keep our members engaged. We will launch & roll out a content portal in the months to come with monthly newsletters & even a job portal.

To network,

Be able to join exclusive, members-only networking events to rub shoulders with the best of the industry. Through events, round tables & networking cocktails.

To be supported,

The AAMS team is dedicated to supporting the industry & the cause, we have a full-time secretariat ready to assist you in ANY way. We also have a strong representation in ASAS.

About AAMS

AAMS, a merger of the Association of Accredited Advertising Agencies, 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.

AAMS aims to be the Beacon for Marketing, Creative and Performance by facilitating better business regionally via regional platform, strengthening the network for local communities, talent development and promoting innovation and creativity.

Visit www.aams.org.sg for more information.

Complete the Membership Application form on page 2.

Please email us at secretariat@aams.org.sg if you need any assistance with the filling of the form or any further information about AAMS.

Full Name of Applicant (as per NRIC/FIN):

NRIC/Passport No./FIN:

Nationality:

Company Name:

Date of Birth:

Residential Address:

Mobile No.:

LinkedIn url:

TYPE OF MEMBERSHIP : INDIVIDUAL

Are you a Full Time AdMarcom Professional: Yes / No (Please circle)

Areas of Expertise (work):

I/WE AGREE TO ABIDE BY THE RULES OF THE CONSTITUTION IF ADMITTED TO MEMBERSHIP.

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. Full Members shall automatically qualify as members of The AAMS Limited. Therefore the data collected are required by ACRA for lodgment of members' records.
3. Membership rates:

Category – Please circle applicable category	Subscription / 2 years (Jan-Dec)
Individuals (Full-time practitioners)	SGD 250
Affiliate – Individuals (who is not AdMarcom / non-full-time practitioners) **not eligible for office or attend General Meetings	SGD 250**

4. Please advise on the following: (Please circle)
 - A) If you are a trainer/speaker and conduct regular sessions to educate others in areas of expertise related to AdMarcom (please specify what areas of expertise and who were your trainees/attendees) Yes / No
 - B) If you had judged in AdMarcom competitions (if yes, please indicate when and what was the name of the competition) Yes / No
 - C) If you are an ACTA / ACLP recognized trainer Yes / No
 - D) If you are involved in talent welfare / upskilling / recruitment in your company. (If yes, please advise on the number of employees in your company, below) Yes / No
Please circle: 25 or less, 26-50, 50-100, more than 100