

European Advertising Academy (EAA)

Statutes

Article 1 - Name and Seat

Hereby the undersigned establish an international non-profit making association with scientific and pedagogical objectives called the European Advertising Academy (EAA).

At any time, the association has its address (social seat) at the office of the president, or the address of the permanent secretariat if such exists.

Article 2 - Objective

The objective of the association, which is non-profit seeking, is to provide a professional association to academics and practitioners interested in advertising and its applications that will promote, disseminate and stimulate high quality research in the field.

The association shall particularly serve as a meeting and communication forum for its members. It shall offer a network for the exchange of knowledge on an international level and constitute a framework allowing for a better dissemination of information on research and teaching. The association also aims at the development of relations with all other professional and research-oriented associations which are active in related fields, as well as with European or international committees and authorities concerned with political decision making in this field.

In order to achieve its objective, the association has the purpose to:

- Provide a large international network in the field of advertising research;
- Provide a forum for research presentations and evaluations;
- Provide publication outlets for high quality research;
- Appoint National Representatives in countries where it is represented;
- Support young researchers in the field of advertising;
- Foster a broad variety of methodological approaches and research issues in advertising research, and encourage cross fertilisation between approaches;
- Develop an agenda of research topics.

In order to carry out its purpose, the association will be permitted to collect funds, receive donations and sponsorships, organise congresses and research tutorials, maintain a website, publish a newsletter and any other document relating to its purpose. The association may engage in any activity permitting it to carry out its purpose and/or facilitating the development of high quality research or teaching in the field of advertising.

Article 3 - Members

- 3.1 Members are physical or institutional bodies legally constituted under their own country legislation.
- 3.2 Every natural person that is professionally concerned with or interested in research or teaching in the field of advertising is, irrespective of nationality, eligible to become member of the association. The Executive Committee decides regarding the applications for membership.
- 3.3 Membership can be terminated:
 - (a) upon decision of the member himself/herself, with effect three months after withdrawal has been communicated by notified mail to the Executive Committee;
 - (b) upon decision of the Executive Committee if the membership fee remains unpaid three months after the beginning of the year to which it pertains;
 - (c) the Executive Committee can decide by a two third majority of the votes to suspend any member for serious breach of the standard academic rules of integrity. Prior to all decisions of suspension or exclusion the member must be given the opportunity of presenting his/her arguments.

Those members who are no longer part of the association have no rights on the association's resources.

Article 4 - General Assembly

- 4.1 The General Assembly holds full powers allowing the achievement of the objectives of the association. Without prejudice to the powers that the General Assembly holds in accordance with other provisions of the statutes, particularly the following are reserved to the General Assembly:
 - The definition of the general policy of the association;
 - The modification of the statutes;
 - The approval of the accounts;
 - The voluntary winding up of the association;

- The approval of changes in the membership fee;
- 4.2 The General Assembly of the members of the association meets on the date and venue of the Annual Conference. The Executive Committee can also convene an extraordinary General Assembly should the interests of the association impose it. An exceptional assembly must be convened when 20% of the members demand to do so.
- At least 30 days before the General Assembly, the convening letter accompanied by the agenda must be sent to the members. The convening letter will be sent by postal mail, fax or electronic mail or any other way of communication.
- 4.3 The President of the association, or in his absence the President-elect or another member of the Executive Committee chosen by the General Assembly, chairs the General Assembly.
- 4.4 Each member has one vote. Decisions are taken by simple majority of the votes unless a special majority is required by law or by these statutes.
- 4.5 The decisions of the General Assembly are recorded in a register (minutes of the General Assembly), which is kept at the social seat of the association.

Article 5 - Executive Committee

- 5.1 The association is administered by the Executive Committee, which governs the association and holds the powers of administration except those vested in the General Assembly. It can give special and well-defined powers to representatives or ad hoc committees that it has assigned including the case where the present statutes attribute specific competencies to the Executive Committee.
- 5.2 The Executive Committee shall consist of the following officers:
- the President
 - the Past President
 - the President-Elect
 - the Vice-President Conferences
 - the Treasurer
 - the Vice-President Publications (if any)
 - the Vice-President Development (if any)
 - the Editor of the Academy for Advertising (if any)
 - the Executive Secretary (if any)

5.3 The terms of appointment shall be as follows:

- President: 2 years
- Past President: 2 years
- President-Elect: 1 year
- Vice-Presidents: 3 years
- Treasurer: 3 years

The outgoing President becomes automatically the past President.

If any of the officers fails to complete his/her term of appointment, then his/her replacement shall serve the term set out above.

5.4 The Executive Secretary will, in the period prior to the Annual Conference, invite members to make nominations for posts falling vacant on the Executive Committee. Nominations shall be endorsed by the nominee. In the event of there being more than one nomination for a post, a ballot prior to the Annual Conference will be held. Each member of the association is entitled to cast one vote for the election of any member of the Executive Committee and on such other issues as the Executive Committee may choose to submit to a vote. Each member present at the General Assembly is entitled to vote on all issues presented to the Assembly by either the Executive Committee or by the members.

5.5 The regular annual meeting of the Executive Committee shall be held in connection with the annual conference and before the General Assembly.

Special meetings, such as Intermediate Executive Committee Meetings, may be called by the President.

The Executive Committee can validly convene if at least three of its members are present. Decisions are taken by simple majority of the votes.

5.6

(a) The Executive Committee can authorise any member to participate in a meeting of the committee through all means of communication, allowing for a collegial exchange (for example: teleconferencing).

The Executive Committee can also take decisions without convening its members physically but instead by organising the meeting by all means of communication that provide for a collegial exchange between members (for example: teleconferencing).

Article 6 - The Officers

- 6.1 The President shall be the chief spokesperson for the association, the chairman of the Executive Committee, and Presiding Officer at all meetings of the membership and of the Executive Committee. S/he shall appoint committees as necessary for the activities of the association during her/his term of office. S/he shall serve or appoint others to serve as liaison with other professional bodies. S/he may appoint National Representatives.
- 6.2 The Vice-President Publications is responsible for the association's publications, if any. The Vice-President Conferences is in charge of the coordination and standardisation of the association's Annual Conference, Doctoral Colloquium, and other academic meetings. The Vice-President Development is responsible for the monitoring of membership's needs and coordination of the efforts made to promote the association in different countries. S/he is also responsible for the website and the newsletter, if any.
- 6.3 The Treasurer is responsible for controlling and approving the annual accounts of the association, for presenting them to the Executive Committee Members and for communicating them to the EAA Members during the General Assembly.
- 6.4 The Editor of the Journal, if any, of the association is appointed by an ad hoc committee, which is chaired by the Vice President Publications and includes two other members elected by the Executive Committee. S/he is elected for a period not exceeding 3 years and can be dismissed from the Executive Committee. A new Editor will be designated according to the normal procedure.
- 6.5 The records and accounts of the Academy as well as the Academy's day-to-day operations will be taken care of, under the responsibility of the Executive Committee.
- 6.6 The national representatives are appointed for a period of three years. An annual meeting of National Representatives is held in connection with each annual conference. The National Representatives acts as liaisons between EAA and its members and potential members in his/her home country. The National Representatives try to interest academic and applied researchers for the EAA and facilitate the relationship between EAA and the EAA members in their country.

Article 7 - Finances

- 7.1 The structure and the amount of the fees payable by the members are fixed by the Executive Committee and submitted to the General Assembly for approval.

- 7.2 Payment of the membership fee includes the right to receive the journal of the association, if any, and to participate in the events organised by the organisation subject to the modalities decided by the Executive Committee.
- 7.3 The annual accounts of the association, which are prepared by the Executive Secretary as long as the association is administered by this body, are controlled by the Treasurer. S/he will first submit them to the Executive Committee before communicating them for approval to the EAA Members during the General Assembly. The accounting year of the Association corresponds to the civil year.

Article 8 - Modification of the statutes

The following rules must be respected if the statutes are to be modified:

- (a) Proposals to modify the statutes can be forwarded by the Executive Committee or by at least 20% of the members.
- (b) The Executive Committee must submit the proposal for modification as it was formulated to the members at least three months before the date of the General Assembly convened to rule on this modification.
- (c) All modifications to the statutes can only be adopted if they attain two thirds of the votes of the members present or represented at the annual meeting of the General Assembly. These modifications will only become effective after the requirements of article 3.

Article 9 - Dissolution

The General Assembly can decide to dissolve the association, in accordance with the rules laid down for the modification of the statutes. If the dissolution is agreed, the General Assembly appoints an official liquidator, determines his powers and allots possible surplus from liquidation to a beneficiary (s) that should pursue similar objectives to those of the association.

Saarbrücken (Germany), 2 June 2005

Signature:

Flemming Hansen _____

Peter Neijens _____

Robert Heath _____

Jens Carsten Nielsen _____

Gorm Kunoe _____

Ralf Terlutter _____

Sandra Diehl _____
