



ASAI is launching its new Code of Standards for Advertising and Marketing Communications today. Click [here](#) for the Press Release announcing details of the new Code and [here](#) to see the new Code.

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Information sessions for industry practitioners will be held on 29th September and 1st October in The Morrison Hotel between 8am and 11am. It is free to attend but as places are limited, registration is required.

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If you wish to register, please email [standards@asai.ie](mailto:standards@asai.ie) with your name and Company name and include “Code information session” and your preferred date in the subject line.