

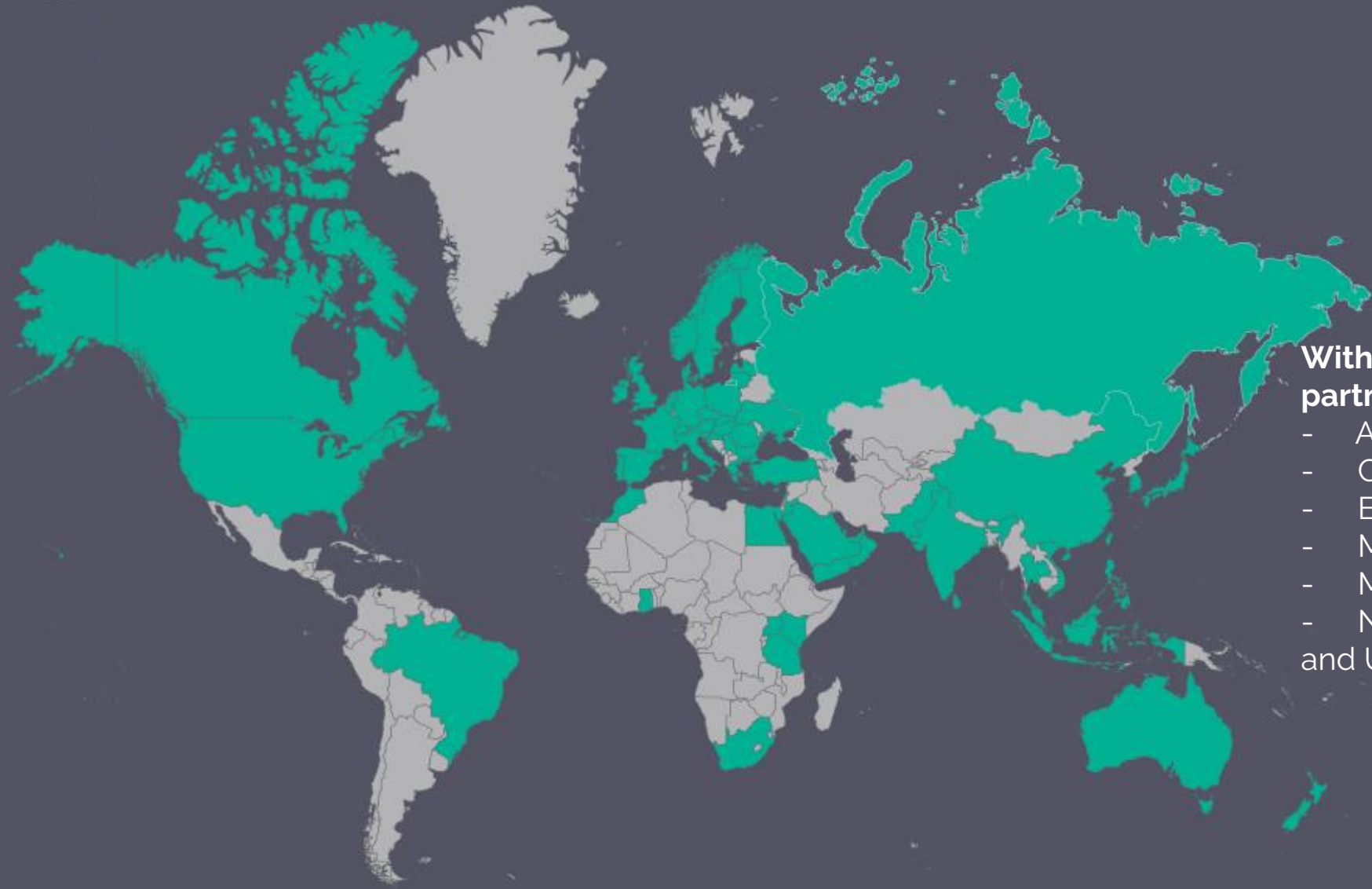
A welcome to the IPA Learning & Development programme

3rd February 2022

IPA – The People Behind the Practitioners

The Institute of Practitioners in Advertising (IPA) is a UK based professional body for practitioners in advertising and marketing services. As well as delivering core support and advisory services to corporate and individual members, in the form of research and insight, legal advice, production guidance, thought leadership, best practice information and lobbying government to ensure our agency voices are heard, we are also renowned for our exemplar industry led vocational training and qualifications programme.

We have an unprecedented pool of knowledge to draw upon and we work tirelessly to incorporate these findings into our learning, to continuously develop skills that keeps our industry at the top of its game.



**With official
partnerships in:**

- Australia
- Canada
- Europe
- Malaysia
- Middle East
- New Zealand
and USA

Incorporated by Royal Charter

In 2017, the IPA was bestowed Royal Chartered status and as such we are now committed to advancing the theory and practice of advertising, media and marketing communications for the benefit of not just our members, but a wide range of people and organisations globally.

Our award-winning qualifications programme has been running since 2003 with over 30,000 individuals in over 87 countries having passed an IPA qualification in order to advance their career and better serve their client's needs.

Our qualifications are currently live in Australia, Asia, Europe, MENA, New Zealand, North America, South America and South Africa.



IPA Qualifications

What is available to ABG members?

Qualifications

<i>Qualification</i>	<i>Hours</i>	<i>Level</i>	<i>Full Price</i>	<i>Discounted Price</i>
Foundation Certificate	c. 30	Foundation	£500	£325
Commercial Essentials Certificate	c. 8	Essentials	£250	£163
LegRegs Essentials Certificate	c. 10	Essentials	£250	£163
Effectiveness Essentials Certificate	c. 10	Essentials	£250	£163
Diversity & Inclusion Essentials Certificate	c. 10	Essentials	£120**	£120*
Digital Performance Essentials Certificate	c. 10	Essentials	£400	£260
Ad Net Zero Essentials Certificate	c. 10	Essentials	£120	£120*
Advanced Certificate in Effectiveness	c. 35	Advanced	£700	£455
Advanced Certificate in Communications Planning	c. 45	Advanced	£2000	£1400
LSE MBA Essentials	c. 80	Excellence	£3200**	£3200*
Excellence in Brands Diploma	c. 150	Excellence	£3000*	£3000

*No marketing representative discounts at the moment

For Practitioners by Practitioners

Here are just some of our International contributors :

- Tahaab Rais, Regional Head - Strategy, Effectiveness, Data & Intelligence @ FP7/McCann MENA
- Cilla Snowball, ex Group CEO, AMV BBDO UK
- Farios Yakob, Genius Steals, Nomad
- Asad ur Rehman, Director Media, North Africa & Middle East, Unilever MENA
- Jeremy Bullmore, WPP, UK
- Rory Sutherland, Vice Chairman, Ogilvy Group, UK
- Khairudin Rahim, CEO, 4As Malaysia
- Anna Ryan, Strategy Director, The Public House, Ireland
- Peter Field and Les Binet, UK
- Mark Pollard. Mighty Jungle, US
- Mark Tomblin, Chief Strategy Officer at Juniper Park \ TBWA, Canada
- Rob Assimakopoulos, CMO, CIBC (Canadian Imperial Bank of Commerce), Canada
- Adrienne Gaffney Wotherspoon, EVP Operations and Chief Strategist at 6 Degrees Integrated Communications Canada
- Keith Weed International President at TBWA International

What is the **Foundation Certificate**?

The **number 1** advertising qualification globally.

The **award winning** learning programme **provides grads and junior executives**, regardless of discipline, **with the knowledge** to perform their roles with confidence **and expertise**.



What is the **Commercial Essentials Certificate**?

Probably the **most important** piece of training for agency employees.

Helps you gain a **vital** grounding in a broad range of **financial issues** and build better client relations in ten hours of online learning.



What is the Effectiveness Essentials Certificate?

Helps you **understand** the principles of **effectiveness**, **why it matters** and how you can **make the case** for commercial creativity. in ten hours of online learning.



What is the Diversity & Inclusion Essentials Certificate?

Gain a deeper understanding of the **challenges** we need **to overcome** and the **behaviours** we need **to change** for more diverse and inclusive advertising industry.



Diversity
and Inclusion
Essentials
Certificate

What is the **Digital Performance Essentials Certificate**?

Helps master the basics in digital performance marketing.



What is the **Advanced Certificate in Effectiveness?**

Develop a greater **understanding** of and a **forensic approach** to the evaluation of your campaigns



What is the **Advanced Certificate in Communications Planning?**

Enable you to **become** the **strategic communications planning lead** for your client's business.



How is my achievement recognised



This is to certify that

Nadia Black

has attended

Foundation Certificate

and achieved

Pass with Credit

MIPA stars

IPA Director General

IPA President

00013838

Date

Certificate Number

F

Level



Don't just take our word for it

30,000 people globally have passed an IPA qualification since 2003.



Learning about measurement and effectiveness across disciplines I think is something most people in the industry should get their head around, especially in the changing environment.





Gained valuable learnings of the advertising industry and all it's dimensions (i.e. client expectation, client/comms/creative brief, objectives and the process and strategies in place to get meet objectives).



Some useful links

IPAHomePage (to register your account)

IPALearningPage (to see what we offer)

IPAMyLearningPage (you will find your learning here, once you have booked)

Your ABG Code for booking is: ABG#DISCOUNT&22

Thank you

Any questions? Please email indre@ipa.co.uk or ben.Anthony@ipa.co.uk