

# Getting the most out of your membership

Services directory



**Behind every  
agency – there are  
great people.**

**The IPA are the  
people behind  
your people.**

We're here to help behind the scenes in all sorts of ways, equipping you with the services, skills, knowledge, qualifications, expertise, and confidence that you need to succeed.

There are three big themes behind everything we aim to help you with:

- 1. Doing business better**
- 2. Building an effective culture**
- 3. Recruiting and retaining talent**

Use this handy guide to IPA services to ensure you make the most of your IPA membership.

**We are the power behind the practitioners.**  
And here's how we can help you.

# 1. Doing business better

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# Legal and Public Affairs

Most members know us for, and make regular use of, our free legal advisory service. Our small team of in-house lawyers offer advice on a range of issues relevant to advertising and marcomms and employment matters within the UK.

Services include:

## Advertising and marcomms

- Application of the CAP and BCAP Codes
- Intellectual property rights
- Contracts
- Privacy and data protection
- Confidentiality
- Production issues
- Media buying/planning issues
- Pitches
- Liaising with the ASA, CAP, BCAP and Clearcast
- Pre-litigious disputes

## Employment

- Disciplinary and grievance procedures
- Redundancy, restructures and other dismissals
- Equalities law and absence management
- TUPE
- Contractual issues and staff policies
- Family-friendly rights
- Flexible working

We also provide guidance to members on a diverse range of issues, such as AI, HFSS, Late Payments, hybrid working and TUPE, have held seminars on various topics, including client/agency contracts and an employer's guide to the legal line between positive action/discrimination and run groups dealing with issues such as online advertising, food advertising and data protection.

We also represent agency members by liaising with Government and other regulatory authorities to ensure that agencies' voices are heard. This includes responding to relevant consultations such as: the numerous HFSS ad restriction consultations; regulatory reform; and proposals to reform post-termination non-compete clauses in employment contracts.

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Contact

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## Employment legal enquiries

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Find out more...

[ipa.co.uk/legal](https://ipa.co.uk/legal)

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# Production

Get help with any production queries, such as copyright, insurance, online fees, actors' usage fees, shooting abroad, production/music/talent contracts and licences.

You can also call on us to help with any production disputes you may encounter.

Our Head of Production, Eliot Liss, is an industry expert with years of experience in the business. It is his job to be up-to-date with all production issues. He is supported by the highly knowledgeable IPA Legal team too.

Further IPA production resources include:

- COVID-19 production guidelines and advice
- useful production guides
- PIBS (Production Insurance Briefing Specification)
- production contracts and NDAs
- guidance on working with children
- casting and artist declaration forms
- artist contracts and release templates
- music contracts
- miscellaneous forms
- Environmental Sustainability
- D&I in cast and crew talent
- Accessible Advertising
- Integrated Production
- In-house Production

We are in regular contact with relevant industry stakeholders, including trade bodies, unions and regulators. Do send us your feedback so we can ensure systems are working well and we continue to pursue the policy agendas and best practice initiatives that matter to you.

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Find out more...  
[ipa.co.uk/production](https://ipa.co.uk/production)

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# Commercial thought leadership

## Best practice guides

The IPA has produced a series of free guides outlining best practice in key areas, many written in consultation with industry bodies such as the DMA, ISBA and PRCA or with one of the IPA Groups.

For example:

- Agencies and Start-ups – Our Pledge to Start-ups
- Finding an Agency
- [The Best Way for a Client to Brief an Agency](#)
- [The Issues with Briefs and How to Make them Better](#)

We also provide top 10 tips for new business professionals on various topics, including:

- Prospecting
- Completing an RFI
- Choosing the right pitch team
- Tissue meetings
- Chemistry meetings
- Faultless pitch day
- Building the relationship after the pitch
- How to recover after a pitch loss
- How to manage the hybrid role of account management and new business

- Remote pitching
- Marketing your agency
- Ensuring D&I is front and centre of your new business activity
- Re-pitching for an existing client

Our top 10 tips for account handlers, include:

- Getting to know your clients
- How to take the next steps to promotion
- Receiving better briefs from your client
- Maintaining strong client relationships during a crisis
- Working Better with Procurement
- Procurement Tips to Agencies
- Agency Tips to procurement
- Marketing tips to agencies
- Agency tips to procurement
- Procurement tips to marketing
- Marketing tips to procurement
- The Subtle Art of Saying No

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Find out more...

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# Commercial thought leadership

## Pitching

We can help you with some of the complexities of the pitching process. Not with the emotional stuff but with the nitty gritty. And there's a lot to think about. Do you know the size of the shortlist? Have you asked for a financial contribution? Do you know how to protect your IP rights and confidential ideas and concepts? The IPA Good Pitch hub is where you can get all the support you need.

### The Good Pitch

The recommendations in this guide have been created with the aim of helping to develop a pitch process which is focused on delivering a fair and transparent approach, that all parties will benefit from. The guidance is created for both agencies and clients which should help create a bespoke process that enables the screening of the right number of agencies, at clearly defined stages, providing plenty of choice of talent without asking agencies to incur excessive costs.

### Pitch Protection

The IPA Pitch Protection scheme provides agencies with four simple steps to help protect their intellectual property, ideas and concepts presented during the pitch process. This includes entering into a pre-pitch NDA with the potential client and registering any pitch work online with the IPA Pitch Protection scheme.

### Pitch Positive Pledge

The Pitch Positive Pledge was designed by the IPA and ISBA to help both clients and agencies enhance the existing pitch process by focusing on behaviours in a bid to improve mental health, cause less wastage and reduce costs. By signing up to the Pitch Positive Pledge you are demonstrating your intentions to initiate the industry step change required to transform pitching, making it intentional, accountable and more effective.

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LinkedIn accounts

[Account Handlers](#)

[New Business and Marketing](#)

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The Good Pitch

[ipa.co.uk/thegoodpitch](https://ipa.co.uk/thegoodpitch)

Pitch Protection

[ipa.co.uk/protectingyourpitch](https://ipa.co.uk/protectingyourpitch)

Pitch Positive Pledge

[pitchpositivepledge.co.uk](https://pitchpositivepledge.co.uk)

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# Insight

The IPA Insight Centre provides research, analysis and statistics to help agencies with their new business pitches, campaign planning, internal brainstorming and idea generation.

The team is comprised of consumer research and industry experts who possess many years' experience working directly with agencies and brands. They create concise narratives that enable you to quickly understand key issues. Insights are driven by premium research tools that provide the team with direct access to data on consumers, trends and industries, including:

- Econsultancy
- Euromonitor International
- Experian (Insights)
- Foresight Factory
- GlobalWebIndex
- IBISWorld
- IRN Research
- Watch Me Think

The team also produces an array of off-the-shelf content for members, including the Trend Perspective Library, InTouch report series, Audience and Regional Profiles, as well as special reports based on original, commissioned research.

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Find out more...  
[ipa.co.uk/insight](https://ipa.co.uk/insight)

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# Media Affairs

## Providing dedicated support to the IPA media agency community.

If your agency plans and/or buys media and you have a media query, we can help.

Nigel Gwilliam, our Director of Media Affairs, has over 30 years' experience in media.

He oversees the running of various IPA media groups:

- The Media Futures Group
- The Digital Media Group
- The Outdoor Group
- The Media Climate Action Group

Nigel also represents the IPA and its membership on various media cross-industry bodies, interfacing with media trade associations, ISBA and the AA.

In addition to providing media support to fellow IPA departments, he responds directly to media-related queries.

Recent enquiries have included:

- Ad Net Zero Action 3: media supply chain emissions, IPA Media Climate Charter and media carbon calculations
- Digital Media Owner service level surveys
- Public Service Broadcaster ownership and commercial airtime scheduling
- ad-funded online platform relations
- digital supply chain transparency
- DCMS's Online Advertising Programme
- impact of AI and Generative AI
- community reinvestment from Out of Home advertising

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Find out more...

[ipa.co.uk/media-affairs](https://ipa.co.uk/media-affairs)

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# Surveys and industry data

The IPA monitors the financial landscape and attitudes in the industry in a number of ways.

## All In Census

Founding partner of the industry's biennial census tracking progress towards an inclusive workplace.

## Agency Census

Since 1960 we have been taking an annual census of our agencies, charting overall numbers, working practices, staff turnover, as well as looking at the breakdown by gender, age, seniority and department within creative, media and other non-media agencies. These figures provide a vital benchmark for the diversity of our industry.

## Benefits

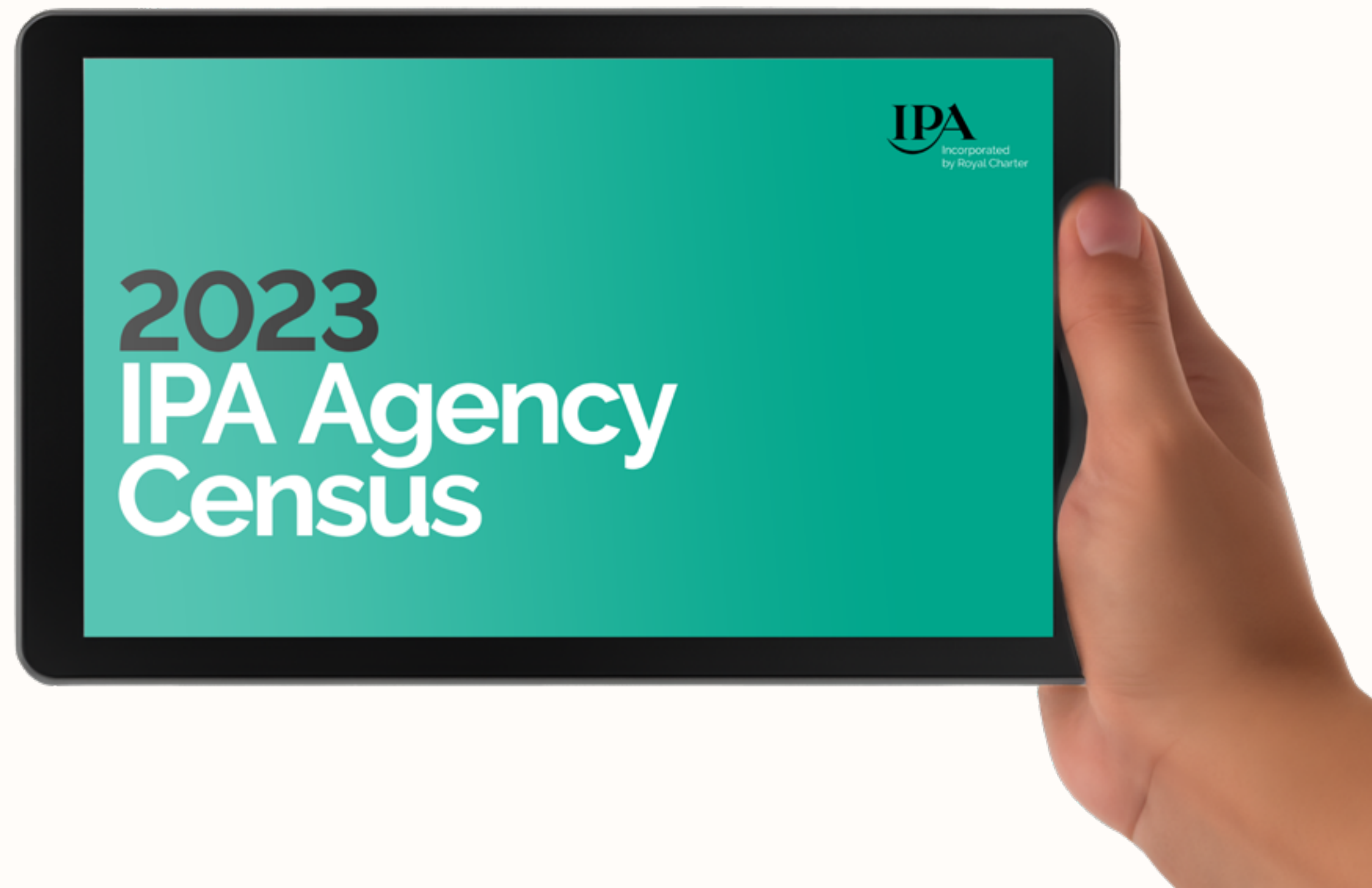
Every 3–4 years.

## Employee Satisfaction

On request.

## Salaries; Pricing & Financial Benchmarks

Biennial (alt. years).



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Find out more...

[ipa.co.uk/surveys](https://ipa.co.uk/surveys)

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# Surveys and industry data (continued)

## IPA Bellwether Report

This is a quarterly survey that outlines companies' marketing spend intentions and financial confidence, and forecasts the movement of the market. It is researched and published by S&P Global on our behalf and features original data drawn from a panel of around 300 UK marketing professionals from the nation's top 1000 companies.

Every member CEO receives the headline information on the day of publication, while the full eight-page report is available to purchase as a quarterly report, or on an annual subscription. Prices start at £99.



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# Events

We hold a wide range of events throughout the year that address the significant topics and issues affecting our members, including D&I, sustainability, and new opportunities for growth.

We have flagship set pieces that include our **EffWorks Global** event, the biennial **Effectiveness Awards**, the **Business Growth Conference**, and the **Talent and Diversity Conference**.

These mainstays of the calendar are supplemented by an evolving calendar of webinars, briefings and seminars held around the UK that help members to develop, both personally and professionally.

This agenda includes regular events such as:

- **Stepping into the Spotlight** series where we help those in mid-level roles to take their career to the next level
- **Trending 2024** events, that outline the key themes impacting brands and consumers in the year ahead

- **Media Planning and Strategy Summit** where the best media planners in the country share their learnings and pave the way for planners of the future
- **SXSW Roadshow** where Nigel Gwilliam, IPA Director of Media Affairs, takes his lessons from the pre-eminent emerging technology conference, South By Southwest, around the UK

Alongside this, you can expect to find events that are reactive to the commercial landscape – whether it's events on creativity, OOH or media measurement.

## Catch up

A lot of our events are available virtually and are also recorded, meaning it's possible to catch up on any content missed via the IPA website.

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Find out more...

[ipa.co.uk/events-listing](https://ipa.co.uk/events-listing)

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# Room hire

**The IPA headquarters are located in a Grade I listed building in the heart of Belgravia, London.**

There are five meeting rooms that can be hired on a full, half-day or evening basis. The central location and adaptable spaces makes the IPA ideal for meetings, seminars, conferences and agency awaydays, as well as receptions, lunches and dinners. The rooms vary in size, have modern AV equipment, and are fully air-conditioned. There is wifi throughout the building.

Two large adjoining rooms on the first floor can be hired separately or can cater for 150 standing. The larger of the two can accommodate 80, theatre

style. The fourth-floor Penthouse is the perfect size and setting for hosting an intimate lunch or dinner for up to 24 people, while the neighbouring Annexe can seat six for a small meeting or breakout session. All rooms are used regularly in a range of configurations according to the needs of the event, so please contact us with your requirements.

We offer a discounted rate to IPA members with an additional discount available to agencies located outside the M25. Room hire rates include AV equipment and on-site technical support, with an extensive range of catering and refreshment options available.

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Find out more...  
[ipa.co.uk/roomhire](https://ipa.co.uk/roomhire)

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# Publications

We publish books on all aspects of marketing communications, including brand strategy, creativity, pricing, advertising effectiveness, behavioural economics and econometrics.

Some of our most recent include:

## Econometrics and the C-suite

A new IPA publication, *Econometrics and the C-suite*, set out the case for using econometrics for those wanting to make marketing more accountable, more effective and more profitable. adam&eveDDB's Global Head of Effectiveness Les Binet provided an introduction outlining the two core reasons for why its use matters now more than ever.

[Purchase your copy here](#)

£20 non-members

£10 members



## Shift Happens

This paper re-examines the role of in-housing in the entirety of the marketing ecosystem.

The aim is to understand the critical role that in-housing plays in the marketing mix and share valuable insight to help agencies develop their own strategies and solutions.

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Find out more...

[ipa.co.uk/publications](https://ipa.co.uk/publications)

# 2. Building an effectiveness culture

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# Effectiveness

Marketing effectiveness is a key factor in business growth, and helping our members to become more effective has been at the heart of what we do for decades. Here are some tools and techniques to hone your practice and showcase your agency's credentials.

## EffWorks

A cross-industry, long-term global marketing effectiveness initiative with an aim to firmly position marketing as a route to profitable growth. Our ambition is to encourage a culture change in the industry, from a focus on reporting to a focus on learning; from justification and post-rationalisation to accountability and transparency. As such we undertake new R&D on how to market marketing; how to embed a culture of effectiveness; and how to measure marketing that can lead to evidence based decision making. Each year there is an annual conference and debating forum - EffWorks Global.

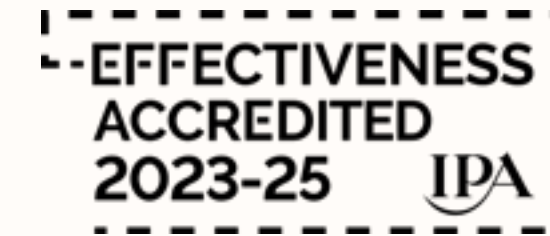


## IPA Effectiveness Awards

Our biennial awards programme rewards agencies, clients and media owners that are able to prove their communication activity delivered value. Recognised worldwide as the most rigorous scheme of its type in our industry, the IPA Effectiveness Awards attracts entries globally. Winners will have proved beyond reasonable doubt to panels of senior technical, industry and client professionals that a payback on the marketing investment has been achieved. An Effectiveness Award win is the ultimate independent validation that marketing has delivered growth and met the communications objective.

## IPA Effectiveness databank

Entrants into the IPA Effectiveness Awards become part of our unique body of learning about how advertising can deliver growth. Our members can interrogate over 1,500 detailed case studies, from product category, price position, budgets, business objectives and much more.



## IPA Effectiveness Accreditation

This is a free biennial endorsement, proving that your agency culture is dedicated to business effectiveness.

It can turn what you already do into a competitive advantage for attracting clients and talent. In your submission, we will ask you to demonstrate your agency's effectiveness culture through questions on business planning, balancing long and short-term goals, client relations and other areas. Successfully assessed agency submissions will receive an IPA effectiveness kite-mark and certificate.

If you are able to prove what you did with last year's budget, the case for a bigger budget next year will be easier to pitch.



# Effectiveness (continued)

## Effectiveness publications

Alongside the case studies, we have been collecting their associated data points in order to analyse and build a body of learning on what makes the right conditions for effectiveness. Our reports combine rigorous evidence and practical advice on all aspects of marketing strategy and execution and include seminal works such as the *Long and the Short of It*, *Media in Focus*, *Effectiveness in Context* and our latest publication *Marketing Is An Investment*.

## Effectiveness brand films

We have produced a series of short films on Effectiveness Award winning case studies produced in collaboration with Thinkbox and available via the IPA YouTube channel. Each film provides a comprehensive behind the scenes look at the best campaigns in recent years, narrated by both the client and the agencies.

## Effectiveness courses and qualifications

All of our courses and qualifications weave in learnings from our Effectiveness R&D. We also run two specialist Effectiveness qualifications that provide learners with the tools and skills required to produce effective marketing.

- *Effectiveness Essentials Certificate*  
Given the pivotal importance of effectiveness across all aspects of advertising, our new qualification will enhance your all-round knowledge of strategy and planning through 10 hours of online learning and a multiple choice exam.
- *Advanced Certificate in Effectiveness*  
A rigorous qualification for all mid-level planners. In 35 hours of online learning, it provides the skills and tools necessary to develop a more forensic, critical thinking approach to the evaluation of all types of campaigns.

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Contact

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Find out more...

[ipa.co.uk/effectiveness](https://ipa.co.uk/effectiveness)

EffWorks

[ipa.co.uk/effworks](https://ipa.co.uk/effworks)

IPA Effectiveness databank

[ipa.co.uk/ease](https://ipa.co.uk/ease)

Effectiveness brand films

[youtube.com/theIPA](https://youtube.com/theIPA)

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# Joint Industry Currencies

The IPA is a key player in the Joint Industry Currencies (JICs) which oversee the production of the audience measurement data used in the planning and trading for each advertising medium.

## **ABC**

The Audit Bureau of Circulations is the industry owned auditor, structured to deliver impartial and trusted data and assurance services. ABC's Assurance Services underpin a range of industry standards and bespoke requirements globally. ABC releases data for the UK media industry to use when trading print and digital advertising. All IPA members have free access to ABC data.

## **Barb**

Barb is the primary source of television audience measurement in the UK and is underwritten by the major UK broadcasters (BBC, ITV, Channel 4, Five, Sky and UKTV) and the IPA. The IPA is represented at all levels and offers a discount on Barb subscriptions to our members.

## **JICMAIL**

Joint Industry Committee for Mail which delivers industry standard audience measurement data for Direct Mail, door drops and business mail. The IPA is one of the founding partners in the new JICMAIL currency.

## **JICPOPS**

Joint Industry Committee for Population Statistics. The IPA is represented on the Board and technical groups.

## **JICREG**

The Joint Industry Committee for Regional Press Research provides information for regional and local newspapers and their websites. The IPA is represented on the JICREG Board and technical groups.

## **JICRIT – J-ET**

Joint Industry Currency for Radio IT. The IPA jointly owns the J-ET system together with the Radiocentre. J-ET enables buyers and sellers to trade commercial radio.

## **PAMCo**

Produces audience measurement for publishers. The IPA is represented at all levels and offers a discount on PAMCo subscriptions to its members.

# Joint Industry Currencies (continued)

## **Route**

Provides audience measurement for a wide range of out-of-home formats. The IPA is represented at all levels and offers a discount on Route subscriptions.

## **RAJAR**

Radio Joint Audience Research produces audience measurement for the radio industry. The IPA is represented at all levels on RAJAR.

## **TAG**

IPA members are represented at TAG – The Trustworthy Accountability Group, which is leading an initiative to eliminate fraudulent traffic, to facilitate the sharing of threat intelligence and the promotion of brand safety. TAG is a Global company and the IPA is represented on its' Leadership Council.

## **UKOM**

UK Online Measurement defines and governs the UK standard for audience measurement across PC, tablet and smartphone. Ipsos Iris is the UKOM endorsed supplier. Owned by the IAB, AOP and ISBA with the IPA in an advisory capacity.

## **Media research discounts**

If your job involves buying media research, membership of the IPA gives you free membership to ABC along with discounts on Barb, JICRIT, PAMCo and Route subscriptions.

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## Contacts

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# TouchPoints

**We have a unique, consumer-centric, cross-media, cross-device database.**

TouchPoints provides a unique overview of how all media is used and how this fits into people's daily lives. It can be used throughout strategic planning, campaign planning and evaluation processes.

TouchPoints was launched in 2006 in response to a direct request from member agencies to provide a consumer-centric view of how all media is used. TouchPoints is now a must have database with over 70 agencies and media owner subscribers.

We provide case studies; insight nuggets and infographics; an e-learning module; information on the TouchPoints methodology; and copies of all of the most recent TouchPoints questionnaires. We also produce our annual *Making Sense* report which showcases the current landscape for commercial media consumption.

## **Two distinct databases**

TouchPoints Daily Life is collected using a multi-layered approach with a 6,000-strong nationally representative GB sample of all adults aged 15+ at its heart. These respondents' data are collected in two waves across the year. Respondents each complete a diary via their mobile phone, where they are asked: where they are; who they are with; what activities they are doing; what media they are consuming and their mood every half hour over a seven-day period.

They also complete a questionnaire relating to all aspects of their media consumption, demographics, views and opinions.

The TouchPoints Channel Planner uses TouchPoints Daily Life as a hub to fuse together all the industry currency datasets to deliver the only industry available, cross-media, coverage and frequency channel planner. TouchPoints is also fused with TGI and YouGov data for product and brand usage. Increasingly subscribers also integrate their own datasets into TouchPoints.

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Find out more...

[ipa.co.uk/knowledge/touchpoints/](https://ipa.co.uk/knowledge/touchpoints/)

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# 3. Recruiting and retaining talent

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# Diversity

The objective of the Talent and Diversity pillar is to lead the diversity and inclusion (D&I) strategy for our member agencies, helping prepare the climate for agencies to stay relevant in the future by attracting and retaining diverse talent; and creating work that is authentic and unsteretyped.

We do this through our own portfolio of D&I programmes and by galvanising a stellar line up of passionate individuals from within the top advertising agencies, brands and clients, trade associations and experts with the mission to achieve diversity, equal rights, and inclusivity in advertising.

## Talent and Diversity Conference

The IPA Talent and Diversity Conference is a comprehensive half-day event that delves deep into the most pertinent challenges surrounding talent retention and inclusivity in the advertising industry. By addressing the core issues of talent retention and inclusivity, the IPA Talent and Diversity Conference aspires to invigorate agency cultures and contribute to the establishment of enduring practices that stand the test of time.

## Diversity and Inclusion Essentials Certificate

An essential qualification for everybody within the advertising, media or marketing industry. This qualification will help you to step up and affect positive change in your workplace. Each of the nine modules take an in-depth look at a workplace diversity and inclusion metric. At the end of each module, you will receive clear actionable tips and guidelines, whether you are in that group or want to be an active ally for that group.



# Diversity (continued)

## Talent and Diversity publications

Drawing on the collective intelligence of some of the leading and most senior voices of our industry, *A Future of Fairness* is designed as a handbook to help you understand the composition and the make-up of our industry across the key protected characteristics; an exploration into why representation on-screen is important, and who is doing interesting work to support diverse ads, as well as how to understand minority audiences authentically. The second half of the publication focuses on future trends and future leaders, finishing with a roadmap that is designed to support you on your own diversity and inclusion journey.

## Fairness hub

The IPA Fairness hub serves as an expansive digital resource, offering not only clear guidance but also of inspiration on cultivating a genuine sense of inclusion for the incredible talent within our industry. From case studies and success stories to best practices and emerging trends, the hub ensures that organisations have a well-rounded toolkit to foster a culture that not only attracts diverse talent but also nurtures their growth and creativity.

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# Initiatives

## The iList

The IPA iList is a biannual celebration of the role models and innovators who are changing our industry for the better. By challenging inclusivity at every level of seniority and from every background, the iList gives them a platform to share best practice, tips and learnings. With each cohort, 30 industry changemakers are chosen and revealed at the Talent and Diversity Conference. The iList is in media partnership with *Campaign*.



## Stepping into the Spotlight

Stepping into the Spotlight offers mid to senior-level adlanders on the cusp of leadership, the tools and strategies to turbo boost their skills and confidence to motivate them to take your career to the next level. Previous Stepping into the Spotlight workshops have been led by Lydia Amoah, Founder of the Black Pound Report and Executive Coach. In 2023, training was provided by Sally Henderson, High-Stakes Leadership Mentor.

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The iList

[ipa.co.uk/ilist](https://ipa.co.uk/ilist)

Stepping into the Spotlight

[ipa.co.uk/talent-diversity/stepping-into-the-spotlight-series/](https://ipa.co.uk/talent-diversity/stepping-into-the-spotlight-series/)

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# Initiatives (continued)

## Advertising Unlocked

Advertising Unlocked is the industry's nationwide open day and aims to introduce new, potentially unconsidered, career options to school and college leavers, and provide agencies with an audience of fresh, diverse talent. On the day, agencies typically run a range of practical experiences – from workshops, interactive discussions and demonstrations to tours and creative challenges.



## Step into Adland

Step into Adland is the Talent and Diversity pillar's newest initiative in partnership with TikTok for Business. It is designed to actively engage and inspire young, diverse individuals to step into the dynamic world of advertising. By strategically meeting them where they are most present, Step into Adland harnesses the power of TikTok and content creators to demystify the advertising industry, making it accessible and appealing to a broad spectrum of talents from diverse backgrounds.



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Advertising Unlocked

[ipa.co.uk/initiatives/advertising-unlocked](https://ipa.co.uk/initiatives/advertising-unlocked)

Step into Adland

[ipa.co.uk/talent-diversity/step-into-adland/](https://ipa.co.uk/talent-diversity/step-into-adland/)

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# CPD Accreditation

IPA Continuous Professional Development (CPD) Accreditation programme is designed to ensure your skills always match your clients' needs and your agency's business goals. Only then can the industry offer a defined career path, attract and retain high quality staff, and ensure agencies prosper.

It is mandatory for IPA members to adhere to five key criteria for CPD and submit for CPD Accreditation on an annual basis.

1. Strategic Development Plan and Evaluation, linking training to business objectives.
2. Induction programmes for new joiners.
3. A thorough appraisal system.
4. Twenty-four hours of learning and development for each individual per year, recorded in IPA CPD diaries or in-house records.

5. Fifteen percent of staff must hold a mandatory qualification: LegRegs Essentials Certificate, Commercial Essentials Certificate, and/or Effectiveness Essentials Certificate.

## CPD Gold Accreditation

The IPA CPD Gold Accreditation scheme recognises and rewards CPD excellence. It's received by agencies who demonstrate a genuine and effective culture of learning, bettering the professionalism, development and reputation of the industry, and enhancing clients' brands and agencies' worth as a result.

After achieving CPD Gold Accreditation for four years in any five-year period, you'll also be eligible for CPD Platinum Accreditation.

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Contact

**Sarah Vickerstaff**

*Head of Member Services*

sarahv@ipa.co.uk

020 7201 8212

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Find out more...

[ipa.co.uk/cpd](https://ipa.co.uk/cpd)

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# Why do you need CPD?

CPD is widely recognised as a valuable learning tool to help agencies grow their business, increase client and staff retention, save on recruitment costs and win more pitches. It's powerful stuff.

In fact, data gathered from agencies who achieved IPA CPD Gold in 2022 showed that they were enjoying benefits including:

**70%** pitch conversion rate  
**96%** client retention rate  
**78%** staff retention rate

**£256,594**  
saved in recruitment fees

**£5.42** return  
for every **£1** spent on CPD

Source: Averages taken from CPD Gold Agencies 2022

## CPD benefits agencies, individuals and clients

It is now over 20 years since we launched our industry-leading mandatory CPD programme of learning for our members. In 2008 we started gathering quantitative data and measuring the impact of training.

The links between business success and CPD are no longer anecdotal. Using data from the agencies that invested most, we saw a clear correlation between training, income growth and business success.

*"As a client the CPD Gold philosophy is so attractive as a way of doing business, as it provides an 'upward spiral' of positivity around the organisation. This leads to even stronger motivation and results. The culture of doing more doesn't start and end with CPD Gold: it infiltrates the whole organisation and its people practices."*

**Joanne Savage**, Director of EMEA Marketing, Fitbit at Google, and Chair of Judges for CPD Gold 2022

# Personal Membership: Accredited MIPA



Personal Membership is a demonstration of your commitment to learning and development.

## How to become a Personal Member:

You will need to accumulate five stars of IPA qualifications or accredited courses, plus CPD compliance in each of the most recent three consecutive calendar years. CPD compliance requires the recording of at least 24 hours of learning per calendar year (adjusted pro rata if working part-time).

As a Personal Member you can use the post nominal 'MIPA' and profile your qualifications and career highlights on your own page in the MIPA section of the IPA website.

Here's how you can achieve the five stars of accredited training you need:

### Foundation level:

Foundation Certificate ★★

### Essentials level:

Ad Net Zero Essentials ★

Branding Essentials ★

Commercial Essentials Certificate ★

Digital Performance Essentials Certificate ★★

Diversity & Inclusion Essentials Certificate ★

Effectiveness Essentials Certificate ★

HR Knowledge Essentials ★

LegRegs Essentials Certificate ★

Media Research Essentials Certificate ★★

Production Essentials Certificate ★★★

Production Lite Essentials ★

Strategic Bootcamp Essentials ★

### Advanced level:

Advanced Behavioural Economics ★

Advanced Business Acumen ★

Advanced Certificate in Communications Planning ★★★★★

Advanced Certificate in Effectiveness ★★★

Advanced Certificate in Marketing Technology ★

(delivered by LXA)

Advanced Leadership & Delegation ★

Advanced New Business ★

### Excellence level:

Excellence Diploma in Brands ★★★★★

Excellence Diploma in Business (delivered by LSE) ★★★★★

Excellence Diploma in Leadership ★★★★★

Contact

**Membership team**

membership@ipa.co.uk

020 7235 7020

*"MIPA has helped me to grow and develop as a professional through new learning opportunities, which I have used to help shape my career. As the Managing Director of Hearts & Science, I think it is an important symbol to our internal teams about the importance of personal development. At the same time, it's important to existing clients, prospective clients and partners at Hearts & Science that we hold ourselves to the highest industry standards."*

**Garrett O'Reilly**, Managing Director,  
Hearts & Science

# About courses and qualifications

Our award-winning learning and development programme has been created by the industry's top practitioners. It covers every discipline at every level, from apprentice to CEO.

Our programme is designed to support you at every stage of your career. Our wide range of courses and qualifications cover all major industry practice areas.

- Brands, strategies and effectiveness.
- Client service, leadership and management.
- Creativity, innovation and applied technology.
- Commercial and business acumen.

Within each of the four areas there is something for everyone, at every career level.

Today over 27,000 people hold an IPA qualification in more than 80 countries.

Whether you are a CEO, a graduate or somewhere in between – we've got a qualification or course to meet your learning needs.

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Contact

**Professional Development team**

learning@ipa.co.uk  
020 7235 7020

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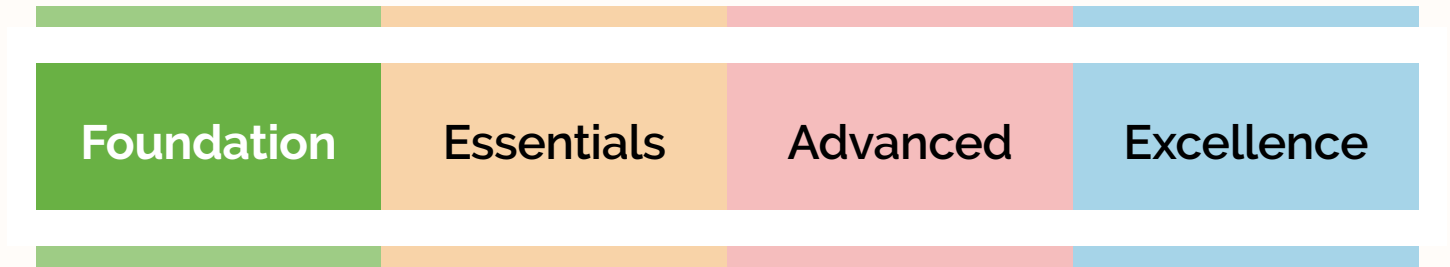
Find out more...

[ipa.co.uk/courses-qualifications](https://ipa.co.uk/courses-qualifications)

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# MIPA qualification and course information

## Foundation level



### Foundation Certificate

Designed for individuals new to an advertising, marketing or communications role, from recent graduates in their first year, to apprentices just starting out, or those entering the industry from another profession. This course is divided into seven online modules designed to take candidates on a learning journey through the entire brand communications process.

Format	Virtual
MIPA stars	2
Learning time	30 hours
Exam/assessment	2 hour virtual exam
IPA members	£275 plus VAT
Non-members	£550 plus VAT

For all enquiries about IPA MIPA accredited courses and qualifications, please contact [learning@ipa.co.uk](mailto:learning@ipa.co.uk)

More detailed information on each course and qualification can be found on [ipa.co.uk/courses-qualifications](https://ipa.co.uk/courses-qualifications)



# MIPA qualification and course information

## Essentials level



### Ad Net Zero Essentials Certificate

Designed to help those in the advertising and marketing services industries understand the climate crisis and the actions to achieve net zero emissions from the development, production, and media placement of advertising by 2030.

Approximately ten hours of learning culminating in a virtual 30-minute multiple choice exam.

Format	Virtual
MIPA stars	1
Learning time	10 hours
Exam/assessment	30 minutes multiple choice virtual exam
IPA members	£60 plus VAT
Non-members	£120 plus VAT

### Brand Building Essentials Course

This one day course teaches junior practitioners to think more purposefully about how communication and advertising works. By reviewing the philosophies, models of thinking and methodologies of the past, students will be encouraged to reflect on how those schools of thought can be applied or evolved to maximise the digitised future.

Format	Classroom
MIPA stars	1
Learning time	8 hours
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

### Commercial Essentials Certificate

This qualification is suitable for anyone who wants to raise their commercial nous and get a better basic understanding of the commercial factors influencing agencies and clients and how their own agency's business works.

Approximately eight hours of learning, candidates must pass seven modules, two self-tests and pass the virtual exam.

Format	Virtual
MIPA stars	1
Learning time	8 hours
Exam/assessment	30 minutes virtual exam
IPA members	Free
Non-members	£250 plus VAT

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# MIPA qualification and course information

## Essentials level



### Digital Performance Essentials Certificate

Designed for newcomers who may be in the first year at a digital agency or in a specialist department. It's also ideal for more experienced individuals who want to add digital to their existing skillset. Ten hours of online learning is split into five modules covering five key disciplines; account management and planning, paid search, display advertising, SEO and affiliate marketing.

Format	Virtual
MIPA stars	2
Learning time	10 hours
Exam/assessment	70 minutes virtual exam
IPA members	£200 plus VAT
Non-members	£400 plus VAT

### Diversity and Inclusion Essentials Certificate

An essential qualification for everybody within the advertising, media or marketing industry. Each of the nine modules take an in-depth look at a workplace diversity and inclusion metric. At the end of each module you will receive clear actionable tips and guidelines, whether you are in that group or want to be an active ally for that group.

Format	Virtual
MIPA stars	1
Learning time	10 hours
Exam/assessment	Multiple choice exam for each module
IPA members	£60 plus VAT
Non-members	£120 plus VAT

### Effectiveness Essentials Certificate

Primarily aimed at entry-level advertising practitioners in agency and client businesses. But anyone at any level from any department would benefit from the overview of the key thinking, knowledge and practices of effectiveness that Effectiveness Essentials offers.

Make better, more informed, more strategic decisions in your role and empower yourself to work more collaboratively, efficiently and effectively.

Format	Virtual
MIPA stars	1
Learning time	10 hours
Exam/assessment	30 minutes virtual exam
IPA members	Free
Non-members	£250 plus VAT

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# MIPA qualification and course information

## Essentials level



### HR Knowledge Essentials Certificate

Designed for those with HR and talent management responsibilities within agencies. Delegates might be existing agency staff who have taken on part or all of the HR role, or someone with HR experience who has just arrived in the industry. Previous delegates include CPD Managers, HR/Talent Managers, Operations Directors, Account Directors, Office Managers and Executive Assistants.

Format	Classroom
MIPA stars	1
Learning time	6 x weekly sessions
Exam/assessment	TBC
IPA members	£550 plus VAT
Non-members	£825 plus VAT

### LegRegs Essentials Certificate

A qualification applicable to everyone, but especially those working with clients or for those with specialist disciplines with their own legal and regulatory aspects. Gain an understanding of copyright, defamation, consumer protection and more with content provided by top ranking law firm, Lewis Silkin.

Format	Virtual
MIPA stars	1
Learning time	10 hours
Exam/assessment	30 minutes virtual exam
IPA members	Free
Non-members	£250 plus VAT

### Media Research Essentials Certificate

Designed to provide the core media research knowledge and skills that anyone working within the media industry should have to thrive in their career. Primarily aimed at junior members of media and communications industries, or career switchers.

Format	Virtual
MIPA stars	2
Learning time	20 hours
Exam/assessment	60 minutes virtual exam
IPA members	£250 plus VAT
Non-members	£500 plus VAT

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# MIPA qualification and course information

## Essentials level



### Production Essentials Certificate

This qualification is for production assistants and junior producers to help prepare them for the challenges ahead as producers of the future. The course will take delegates through the processes for all types of production, from traditional commercials, online content, stills, non-traditional media and producing in-house productions.

Format	Classroom
MIPA stars	3
Learning time	6 days
Exam/assessment	Presentation and exam
IPA members	£2,750 plus VAT
Non-members	£5,500 plus VAT

### Production Lite Essentials Course

This one-day course is designed for people from all departments, who need to understand more about the procedures, administration, insurance and legal issues surrounding the planning, production and delivery of filmed material.

Format	Classroom or virtual
MIPA stars	1
Learning time	8 hours
Exam/assessment	30 minutes multiple choice virtual exam
IPA members	£500 plus VAT
Non-members	£750 plus VAT

### Strategy Bootcamp Essentials Course

This one-day course is aimed at anyone who needs to understand and talk about strategy and planning. Delegates will gain an understanding of what strategy really is, with a simple set of tools that can be used to get to a great strategy on anything across all media channels.

Format	Classroom or virtual
MIPA stars	1
Learning time	8 hours
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

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# MIPA qualification and course information

## Advanced level



### Advanced Behavioural Economics Course

This one-day workshop gives an introduction to the field of behavioural science as it applies to advertising. It's a fantastic day for anyone who wants to understand better the drivers behind decision making and apply that knowledge to their work and life.

Format	Classroom or virtual
MIPA stars	1
Learning time	8 hours
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

### Advanced Business Acumen Course

This is a full day interactive workshop taught across six modules to deepen the understanding of client businesses. From finding out what drives their decisions to spotting business opportunities; from proving an agency's value to clients, to understanding what their shareholders want. Delegates will learn to think how a client thinks and use the knowledge to identify business growth opportunities.

Format	Classroom or virtual
MIPA stars	1
Learning time	8 hours
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

### Advanced Certificate in Communications Planning

Designed to help employees who are involved in developing and planning communication strategies for clients and brands. Over seven months, in 45 hours of online learning, across five modules, you'll gain a solid grounding in media communications and channel planning through practical and recent case studies.

After each module, there will be an assessment. These assessments will take the form of either coursework or a multiple choice exam. The scores from each assessment contribute equally toward the candidate's final qualification grade.

Format	Virtual
MIPA stars	4
Learning time	45 hours
Exam/assessment	Assessed on each of the 5 modules
IPA members	£1000 plus VAT
Non-members	£2000 plus VAT

For all enquiries about IPA MIPA accredited courses and qualifications, please contact [learning@ipa.co.uk](mailto:learning@ipa.co.uk)

More detailed information on each course and qualification can be found on [ipa.co.uk/courses-qualifications](http://ipa.co.uk/courses-qualifications)

# MIPA qualification and course information

## Advanced level



### Advanced Certificate in Effectiveness

Primarily aimed at mid-level planners, account handlers and brand managers, this certificate offers a solid grounding in understanding and measuring advertising effectiveness. Learn about objective setting, designing a multi-platform campaign measurement programme and earn the confidence to write an effectiveness paper to showcase your success.

Format	Virtual
MIPA stars	3
Learning time	35 hours
Exam/assessment	2 hour virtual exam
IPA members	£350 plus VAT
Non-members	£700 plus VAT

### Advanced Certificate in Marketing Technology (delivered by LXA)

IPA members can claim up to 35% on the Advanced Certificate in Marketing Technology (Martech) delivered by LXA, which has been designed to provide you with a holistic overview of the what, why, and how of martech. It will help you uncover valuable insight around auditing your martech maturity and developing your marketing tech strategy with impact.

Format	Virtual
MIPA stars	1
Learning time	18 hours
Exam/assessment	Project work
IPA members	From £646.75 plus VAT
Non-members	From £995 plus VAT

### Advanced Leadership and Delegation Course

A one-day course aimed at anyone who has been told to 'demonstrate leadership' and who would like to do so. Delegates are required to complete pre-work, have access to an online portal and submit a final assignment.

Format	Classroom or virtual
MIPA stars	1
Learning time	8 hours
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

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# MIPA qualification and course information

## Advanced level



### Advanced New Business Course

This course will provide delegates with everything they need to help drive greater growth for their agency, and has been designed for those with four-plus years in a new business role who are looking to unlock what it takes to progress to a leadership position.

Format	Virtual
MIPA stars	1
Learning time	8x weekly sessions
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

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# MIPA qualification and course information

## Excellence level



### Excellence Diploma in Brands

The IPA Excellence Diploma has long been the gold standard for critical thinking and advertising innovation.

It is a qualification for intelligent strategic thinkers from all advertising disciplines, possibly already in a leadership position, or with a desire to lead within their own agency or set up their own brand or business.

Moving away from solely long-form assignments, the redesign will see candidates challenged over one year with imaginative coursework, from writing both short and long-form assignments and editorial pieces, participating in high intensity sprint pitches to delivering public presentations.

Format	Three separate 3-day modules
MIPA stars	5
Learning time	100 hours
Exam/assessment	Multiple methods of assessment
IPA members	£3500 plus VAT
Non-members	£7000 plus VAT

### Excellence Diploma in Leadership

The ten-part Leadership Programme is for senior people in communications from across the spectrum of marketing disciplines. It focuses on skills central to running an agency's business, and draws on the knowledge and experience of leading figures from all parts of the industry. Each session will contribute to the bundle of skills that go into making strong leadership.

Format	Weekly in person sessions
MIPA stars	3
Learning time	20 hours
Exam/assessment	Essay based assignment
IPA members	£1100 plus VAT
Non-members	£2200 plus VAT

### Excellence in Business (delivered by LSE)

IPA members can claim up to 15% discount on the IPA Excellence in Business - MBA Essentials online certificate course, delivered by LSE. The course will deepen their knowledge of the core pillars of business: strategy, finance, and people, guided by thought leaders and LSE experts.

Format	Virtual
MIPA stars	4
Learning time	95 hours
Exam/assessment	A series of virtual assignments
IPA members	£2720 plus VAT
Non-members	£3200 plus VAT

For all enquiries about IPA MIPA accredited courses and qualifications, please contact [learning@ipa.co.uk](mailto:learning@ipa.co.uk)

More detailed information on each course and qualification can be found on [ipa.co.uk/courses-qualifications](https://ipa.co.uk/courses-qualifications)

# Short-form courses

We also run a range of short-form courses that contribute to CPD hours and help nurture people's skills to keep up with the changing market.

- Account Handling Essentials
- Client Relationship Essentials
- Creative Brief Writing Essentials
- Commercial Negotiation Skills Essentials
- Excel Training Beginners/Beginners + (MS package)
- Music Licensing Essentials
- People Management Essentials
- Presentation Skills Essentials
- Time Management Essentials
- Unconscious Bias Essentials

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For all enquiries about IPA MIPA accredited courses and qualifications, please contact [learning@ipa.co.uk](mailto:learning@ipa.co.uk)

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# Bespoke training

Our Professional Development team can help you plan a training programme to help meet your agency's business objectives and your team's career goals.

We work with trainers who are experts in their fields to offer a bespoke service for agencies around the UK. Courses can be run at your agency, and we'll work with you throughout the process to tailor the content to the specific level and needs of your attendees.



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More detailed information about the IPA bespoke training service can be found on [ipa.co.uk/cpd-learning/bespoke-training/](https://ipa.co.uk/cpd-learning/bespoke-training/)



# IPA learning partners around the world

The IPA works with agencies and industry bodies all over the world to deliver our world-class qualifications and thought leadership, enhancing the careers of advertising agency practitioners.

## 4A's

The American Association of Advertising Agencies is the leading authority representing the marketing communications agency business in the USA that serves 740 member agencies across 1,400 offices.

## 4A's Malaysia

The Association of Accredited Advertising Agents Malaysia is the Malaysian body that represents and promotes the value of advertising agencies to advertisers, media, suppliers, government and the public.

## Ad Net Zero Global

Ad Net Zero's mission is for immediate, collective industry action to help achieve real net zero carbon emissions from the development, production and media placement of advertising by the end of 2030.

## Advertising Club India

The Advertising Club is a club of and for individuals involved in the various facets of advertising and marketing communication. The mission of the club is to create forums and events to help its members improve their professional competencies thereby raising the standards of advertising in the country.

## APG Canada

The Account Planning Group of Canada exists to promote strategic thinking as a leading discipline in the communications industry in Canada.

## CCA New Zealand (Commercial Communications Council)

The industry associations that represent the interests of marketing communication agencies in New Zealand.

## CAANZ (Commercial Communications Council)

The industry associations that represent the interests of marketing communication agencies in Australia.

## EACA (European Association of Communications Agencies)

The European Association of Communication Agencies is based in Brussels. Its primary role is to represent the interests of agencies in the EU.

## IAPI (Institute of Advertising Practitioners in Ireland)

The representative body for Irish advertising agencies. Its members include all the full service creative ad agencies, media agencies and digital specialists.

## KOG Institute (Institute for Marketing and Communications Sciences, Baltics)

The KOG Institute gives agencies and their staff in the Baltics access to world-class training, certification and research.



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