

Log On to Get On

The IPA guide to free or nearly free online learning resources

Autumn 2024 edition

There is no shortage of free online learning - book summaries, talks, podcasts, publications, qualifications, webinars - available to all your people, which can be accessed virtually. Free Online learning can be of a very high standard and also cover a vast range of subjects. For materials on DE&I, wellbeing, mental health please visit the Log On To Get On People First edition. To get the maximum benefit from these we suggest you do the following:

1. Select those most relevant to the agency business goals and/or the individual's career development and curate a list - making it clear what's in it for them
2. Give them a reason to pay attention and use the learning, for example:
 - your expectation that they will gain a MIPA star from passing an IPA mandatory qualification and explain how useful MIPA status is to their career but also in new business tenders as proof that they know stuff

- they will take part in a discussion about the key themes of a talk or podcast or lecture and how they plan to use the learning; then you follow that up because unless learning is used there is no benefit - for example you could set them the task of writing an opinion piece that could be shared with clients
- make it competitive, even if it doesn't end in an exam you could set a test or ask for a blog post or summary
- ask people to waterfall their learning, so instead of five people studying a report, one person does and presents a precis - at the very least the presenter has embedded the learning
- pair people up - buddies have a much better chance of completing something as they encourage each other, and are more likely to agree to present top findings if they are co-presenting; they also can chase the other person to use the learning

- celebrate any aspect of success such as a high mark or a blog post that got lots of traction; or a fact or insight that gave everyone pause for thought
- employ mentoring and reverse mentoring - someone high up completes a coding tutorial and then gets to discuss it with someone knowledgeable further down the organisation; equally an experienced strategist could mentor candidates through the Foundation Certificate

Type of learning	Name	Short description	Price	Industry practice areas
IPA - Online	Effectiveness Essentials Certificate	Make better, more informed, more strategic decisions in your role and empower yourself to work more collaboratively, efficiently and effectively with the 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. 10 hours of learning, 30 minute exam worth 1 MIPA star. "The sooner those coming into marketing and advertising acquire a grasp of the fundamentals of effectiveness, the more able they will be to add value and to challenge the mistakes that so many make in our world. Effectiveness Essentials is a giant leap forward for our industry." Peter Field	Free	Brands, strategies and effectiveness
IPA - Online	IPA Effectiveness Hub	Here you can find compelling presentations from some previous Effectiveness Conferences (2020–23), reports, information about Effectiveness Accreditation, case studies, videos, work of the Effectiveness Leadership Group and research/analysis.	Free	Brands, strategies and effectiveness
IPA - Online	Ecoeffectiveness	A 20 minute film of senior people from Elvis and Iris explaining about the hidden measure to date in advertising effectiveness.	Free	Brands, strategies and effectiveness
IPA - Online	Effectiveness: the new frontier	Fresh from the Creative Impact stage at Cannes, this webinar outlines the latest trends impacting the creative community and brand-building landscape. Leading econometrician Dr Grace Kite, M&C Saatchi LIFE Co-Founder Tom Firth and former AMV BBDO Chief Strategy Officer, Bridget Angear present some of the new frontiers of effectiveness thinking, including: <ul style="list-style-type: none"> • Advertising as pricing power • The effectiveness of humour • How planet and profit co-exist: managing the 'triple P' dashboard 	Free	Brands, strategies and effectiveness
IPA - Online	TouchPoints Essentials	This online learning programme is designed for newcomers to TouchPoints and covers the survey's background, content and purpose in order to enable people to use TouchPoints data with confidence. There are other free and useful sources from Touchpoints, for example the summary of The Commercial Media Landscape .	Free	Brands, strategies and effectiveness
External – Online	School of Marketing	Free programme and supported by The Marketing Skills Trust, designed to help inspire and empower people to take control of their careers by giving them access to over 100 industry-leading mentors from FTSE 100 and 250 companies, every week one of them will do an interactive mentoring session over Zoom. Please note that slots are slightly limited.	Free	Brands, strategies and effectiveness
External - Online Learning	Clear Channel OOH webinars	These webinars are hard to find - don't seem to be in one place, instead they are spread about. The link refers to a series on how OOH can build brands.	Free	Brands, strategies and effectiveness
External - Online Learning	Nudgestock	Nudgestock is the world's largest festival of behavioural science and creativity. It's a day to think differently, where counter-intuitive ideas are discussed, debated, and celebrated by the planet's boldest thinkers. Nudgestock was conceived by Rory Sutherland of Ogilvy and there are 12 years worth of videos (199) among them Behavioural Science in the Metaverse and Circadian Rhythm for Health.	Free	Brands, strategies and effectiveness
IPA - Blog/Articles/Website	IPA Excellence Diploma Essays 2020	A selection of winning papers from the big brains of the IPA Excellence Diploma graduates of 2020. Including the winning paper from Lisa Thompson on a little addressed part of diversity and inclusion: social class.	Free	Brands, strategies and effectiveness
IPA - Blog/Articles/Website	IPA Excellence Diploma Essays 2022	This essay on how small brands can hit the big time is just one of the prize winners from 2022.	Free	Brands, strategies and effectiveness
External - Blog/Articles/Website	The Advertising Association	The AA relays industry views to Government on a multitude of policy areas, and provides top notch reports and articles on everything from AI to sustainability, to the Labour promises, to how well the UK did at Cannes and the rules on political advertising.	Free	Brands, strategies and effectiveness
External - Blog/Articles/Website	Creative Brief	Bang up to date thought leadership on Cannes, the Euros, social media's affect on mental health... etc.	Free	Brands, strategies and effectiveness
External - Blog/Article/Website	Foresight Factory	Famous for their trending reports - about which they do webinars too - you can see others on subjects as diverse as living in a permacrisis or asking if we have reached peak wellness.	Free	Brands, strategies and effectiveness
External - Blog/Articles/Website	Hubspot	Their opinion on the 30+ Best Free Online Marketing Classes to Take in 2024.	Free	Brands, strategies and effectiveness
External - Blog/Articles/Website	Newsworks	Lots of research supporting newspapers as a medium	Free	Brands, strategies and effectiveness
External - Blog/Articles/Websites	Thinkbox - Creative Drivers of Excellence	Great summary including that people are paramount!	Free	Brands, strategies and effectiveness

Type of learning	Name	Short description	Price	Industry practice areas
External - Blog/Articles/Website	Thinkbox TV Masters	The new TV Masters covers all the existing and emerging ways brands can work with TV to deliver business success, focusing on the key skills and know-how you need to get the most out of today's TV. There are nine, video based, modules in all, totalling around 13 hours of learning. Each module is broken down into a number of manageable lessons, allowing you to progress at your own pace. There's also a test at the end of each module to solidify your learning, as well as a comprehensive reading list and downloadable decks of all the key slides. Next cohort starts in September.	Free	Brands, strategies and effectiveness
External - Blog/Articles/Website	Think with Google	Google Firestarters is a continuing series for the strategy and planning communities to debate the challenges facing agencies, brands, and planners in particular. This collection details past events and conversations that aim to help planners navigate change and succeed in a digital world.	Free	Brands, strategies and effectiveness
External - Podcast	The CMO Show	Some of the podcasts now seem very global/American in their content, for example one on how first nations can effect change.	Free	Brands, strategies and effectiveness
External - Podcast	Just Branding	Some great and practical subjects like how to name brands, how to launch one in 10 days	Free	Brands, strategies and effectiveness
Gurus Online	Richard Shotton	Author of The Choice Factory, which is about behavioural economics and advertising. Here is a 50 minute Google Talk.	Free	Brands, strategies and effectiveness
Gurus Online	Dan Ariely	Author of Predictably Irrational. This 15 minute 2019 talk is on 'what's the best way to get people to change their behaviour? In this funny, information-packed talk, psychologist Dan Ariely explores why we make bad decisions even when we know we shouldn't - and discusses a couple tricks that could get us to do the right thing (even if it's for the wrong reason).'	Free	Brands, strategies and effectiveness
Gurus Online	Byron Sharp	This podcast by the author of How Brands Grow. The book provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising really works, what price promotions really do and how loyalty programs really affect loyalty, How Brands Grow presents decades of research in a style that is written for marketing professionals to grow their brands. It is the first book to present these laws in context and to explore their meaning and application. The most distinctive element to this book is that the laws presented are tried and tested; they have been found to hold over varied conditions, time and countries. This is contrary to most marketing texts and indeed, much information provides evidence that much modern marketing theory is far from soundly based.	Free	Brands, strategies and effectiveness
External - Online Learning	Alison	Lots of free courses on customer service, once you sign up...	Free	Client service, leadership and management
External - Online Learning	Avado Fast Futures	Some open resources around their Fast Futures programme - for example their video about investing in female learning.	Free	Client service, leadership and management
External - Online Learning	Coursera	Of course there is much you need to buy such as courses on data science. But this is an example of the many webinar recordings you can access - the fastest growing job skills of 2024. Leadership and AI are big ones.	All courses are free. You may also choose a paid version, and earn a shareable Certificate upon completion. NB can trial free for seven days	Client service, leadership and management
External - Online Learning	Creative Equals	You can watch videos of their key speakers and panels from RISE, all about inclusive brands and leadership.	Free	Client service, leadership and management
External - Online Learning	Squiggly Careers	Free Squiggly Careers Toolkit. If you need some career support, these free tools are a great way to get started. Our Squiggly Careers PodBook has lots of practical ideas for action, our Career Canvas is a helpful framework for career conversations, our Squiggly Career Calendar can help you find your focus and our 10-minute tools are great for micro-learning moments.	Free	Client service, leadership and management
External - Blog/Articles/Website	Harvard Business School Online	Sample lessons to encourage you to sign up and pay for more with topics ranging from negotiating salaries to resilient leadership (as evidenced by Shackleton).	Free	Client service, leadership and management
External - Blog/Articles/Website	Lightbulb Leadership Solutions	A hotchpotch of materials - videos, articles - from Fiona McKay and her team. Always well researched - she spoke at the Training Forum. She is a big champion of gender diversity and how women have taken more of the load during COVID. She has also become a champion on the menopause.	Free	Client service, leadership and management
External - Blog/Articles/Website	Natural Training	Many free resources - articles, training ideas - aimed at salespeople. But you need to register to get them! Particularly liked the article on six probing questions pointing out that "could I have an example of that please" and being silent were both good ways of eliciting useful information.	Free	Client service, leadership and management
External - Blog/Articles/Website	The Business of Creativity Newsletter	Sir John Hegarty has lots of good ideas and practical tips - here he is talking about how creative leaders should be very careful not to have bad hiring practices or to hire bad people as both cost time and money.	Free	Client service, leadership and management
External - Podcast	Steven Bartlett Diary of a CEO	Because Bartlett founded a successful social media marketing company many top people in our business listen to this man, and there is no doubt that he has amazing guests.	Free	Client service, leadership and management
Gurus Online	Daniel Goleman	The father of Emotional Intelligence pointing out that IQ is fixed by you can learn EI; and EI leaders are good at motivating people to do things. Worth bearing in mind if you can't give people bonuses, pay rises, promotions...	Free	Client service, leadership and management

Type of learning	Name	Short description	Price	Industry practice areas
Gurus Online	Stephen Covey	Author of The Seven Habits of Highly Effective People'. This is a short animated summary of the book. E.G. Habit Four – Think Win:Win	Free	Client service, leadership and management
Gurus Online	Jessica Bennett	This Google Talk with the author of Feminist Fight Club is hilarious and also full of very useful advice.	Free	Client service, leadership and management
Gurus Online	Jim Collins	Level 5 leadership is a concept developed in the book Good to Great. Level 5 leaders display a powerful mixture of personal humility and indomitable will. They're incredibly ambitious, but their ambition is first and foremost for the cause, for the organization and its purpose, not themselves.	Free	Client service, leadership and management
Gurus Online	Simon Sinek	The author of Start With Why explains in this five minute video how leadership is about consistency, day after day doing the right things, and not just going to an offsite leadership course...	Free	Client service, leadership and management
External – Online Learning	AI classes	Forbes recent recommends of top 7 free classes on AI, including some from Google, Harvard, IBM.	Free	Creativity, innovation and applied technology
External – Online Learning	AdGreen	Sustainable production training, two hours aimed at creatives and producers and covering Environmental basics, Industry's impact, Carbon calculation and Production case studies. New is Sustainable Production Familiarisation, one hour aimed at those outside production but have to know the basics e.g. anyone in client services roles. There is also a great resources section which has, for example, videos of panellists from creative agencies discussing latest data and how you can successfully introduce green practices into your agency's production.	Free	Creativity, innovation and applied technology
External – Online Learning	Coursera	This link takes you to the over 3,000 online courses in business, computer science and data which are free.	Free	Creativity, innovation and applied technology
External – Online Learning	Createch	This hub for the creative industries can be filtered to just advertising but is a mine of videos, reports, facts and figures to support. Plus all the latest news such as a Business Of Creativity course run by Sir John Hegarty (sadly not free).	Free	Creativity, innovation and applied technology
External – Online Learning	D&AD	A ton of useful articles and tips such as how AI has changed the way we pitch ideas and why posters are here to stay. (FYI Their online three hour masterclasses are under £300 but generally prices are high.	Free	Creativity, innovation and applied technology
External – Online Learning	Marketing Artificial Intelligence Institute	Top 4 2024 free courses including from Coursera and Google.	Free	Creativity, innovation and applied technology
External – Online Learning	General Assembly	Join a tech skill class, register for an info session, or attend a career development event, topics include Generative AI, Data Science, Project Management.	Free	Creativity, innovation and applied technology
External – Online Learning	Google	Mix of very cheap (some free) courses and certificates, all that you'd expect from Google and Coursera including now lots of AI/machine learning.	Free/Cheap	Creativity, innovation and applied technology
External – Online Learning	Hyper Island	Hyper Island is a global digital creative business school with a consultancy side specializing in industry training using digital technology. They have recently become apprentice training providers of leadership courses (Level 7).	Many courses are expensive; however they have a fab free toolbox on energisers and tools to help teams innovate.	Creativity, innovation and applied technology
External – Online Learning	IAB UK	Past events and webinars on every aspect of digital marketing are recorded and some are able to be watched by anyone, not just members. They have 14 seasons of podcasts too.	Free	Creativity, innovation and applied technology
External – Online Learning	Ethical AI for the Creative Industries	As part of the Innovate UK BridgeAI programme, the Alan Turing Institute is hosting a series of free virtual courses that will look at relating the concepts of ethical artificial intelligence (AI) principles into the systems design process. The first course is open to applications from small and medium businesses in the creative industries only.	Free	Creativity, innovation and applied technology
External – Online Learning	Meta Blueprint	Explore fast, free, self-guided courses to help build your marketing skills across Facebook, Instagram, Messenger and WhatsApp.	Free	Creativity, innovation and applied technology
External – Online Learning	Skillshare	American videos on creative and other topics. The one I highlight here is on basic blogging!	Many free but most subscription	Creativity, innovation and applied technology
External – Online Learning	Udemy - Twitter	One of many cheap courses on aspects of Twitter. There are also many courses on aspects of creativity and innovation.	Cheap	Creativity, innovation and applied technology
External – Blog/Article/Website	Media Smart	If you ever need materials like videos and articles to explain simple concepts in advertising Media Smart are very helpful. Media Smart provides free teaching resources and parent guides on subjects like social media, body image, influencer marketing, greenwashing, and digital advertising.	Free	Creativity, innovation and applied technology
External – Blog/Article/Website	Pinterest	With our enhanced, free learning platform, you'll find everything you need to run successful campaigns on Pinterest and help improve your performance—all in one place.	Free	Creativity, innovation and applied technology
External – Blog/Article/Website	Tik Tok	Influencer Marketing's list of nine best videos and courses – two of which are totally free.	Free	Creativity, innovation and applied technology
External – Blog/Articles/Website	History of Advertising Trust	To promote learning and creative excellence by preserving and celebrating the advertising heritage of the UK. All sectors, all mediums. Huge learning resources for students and newbies on many subjects and a massive chronology and glossary.	Free	Creativity, innovation and applied technology

Type of learning	Name	Short description	Price	Industry practice areas
External - Blog/Articles/Website	Do Conversation	A simple aim: to gather together the world's Doers – disruptors and change-makers, experts and pioneers – to share their stories, and encourage others to go and DO. For example Graham Fink (CD) recorded talk about creativity and being different and how creativity is an unfair advantage. There are articles on books to read and short articles to read.	Free	Creativity, innovation and applied technology
External - Blog/Articles/Website	Advertising Standards Authority	Big resource library and Advice:am seminars provide an insight into what the UK Advertising Codes require and how they're interpreted by the ASA. They have added a series of podcasts around their most famous rulings e.g. gender, celebrities, religious offence etc. Some of their online learning modules are fairly cheap.	Free/Cheap	Creativity, innovation and applied technology
External - Blog/Articles/Website	The Photographer's Gallery	Various curated articles, blogs, mini films around developing a photographic career. Various live exhibitions too.	Some Free	Creativity, innovation and applied technology
External - Blog/Articles/Website	The Design Museum	Very cheap events and talks	Incredibly cheap	Creativity, innovation and applied technology
External – Blog/Articles/Website	WARC	Virtually everything is held behind subscriber pay wall but there is the odd free report such as this one on 11 lessons in effectiveness from Cannes 2024.	Free	Creativity, innovation and applied technology
External – Online Learning	ERIC	ERIC is an app for young people interested in joining the creative industries. For most material download the app but even at web level they have useful profiles on each of the 16 creative industries - this one on gaming. Here is a link to one of their free webinars, on 'how to reach hard to reach Gen Zs'	Free	Creativity, innovation and applied technology
External – Online Learning	Adobe MAX	Filmed content from their 2024 conference including lots on making great thumb stopping content.	Free	Creativity, innovation and applied technology
External – Online Learning	Change the Brief Alliance from Purpose Disruptors	Alliance members have access to a learning programme with pre-recorded sessions providing deep dives into key sustainability issues by category as well as access to the peer-to-peer online community. Updated on a regular basis with fresh expert perspectives, stimulus & learning material. #ChangeTheBrief Alliance is a go-to resource for promoting sustainable thinking in our work. The programme is divided into 3 sections: 1. Why #ChangeTheBrief – Understand the climate crisis 2. How to #ChangeTheBrief – Learn how promote sustainable lifestyles 3. Let's ChangeTheBrief – Access a growing library of deep dive category talks Each module features expert videos, rich resource libraries and an online community with up-to-date inspiration and case studies	Can be as low as £65 a head but you need big numbers of people to access it to get value.	Creativity, innovation and applied technology
External - Podcast	Brighton SEO	Covers hot topics and ideas from Brighton SEO	Free	Creativity, innovation and applied technology
External - Podcast	Campaign podcasts	Very up to date podcasts e.g. from Cannes and Euros ads. You have to register but after that access is easy.	Free	Creativity, innovation and applied technology
External - Podcast	The Drum	There are many podcast topics but one that caught my eye was for 'podinfluencers'!	Free	Creativity, innovation and applied technology
Gurus Online	Leo Reader	A new initiative from Commercial Break, who aim to get a greater diversity into our creative departments – to help dyslexics famous creative books are read out loud. Ten books now in their library plus excerpts from Campaign.	Free	Creativity, innovation and applied technology
Gurus Online	Dale Carnegie Institute	'How to Win Friends and Influence People' is often voted the most useful sales book ever. This TED video is about creative leadership skills.	Free	Creativity, innovation and applied technology
Gurus Online	Jeremy Bullmore	Here you get two gurus for the price of one – 'What is a Brand? Discussion between Stephen King and Jeremy Bullmore at J. Walter Thompson, 1974'	Free	Creativity, innovation and applied technology
Gurus Online	Jerry Della Femina	Author of some very funny books about advertising, (such as 'From Those Great Folks Who Gave You Pearl Harbour') this short video from a Mad Man era legend is talking about Bill Bernbach's genius.	Free	Creativity, innovation and applied technology
Gurus Online	James Webb Young	This video shows how you use James Webb Young's five steps for producing ideas and use it for UX. Combining ideas, sleeping on it etc.	Free	Creativity, innovation and applied technology
Gurus Online	Ogilvy	Lovely short video with his essential advice on creativity such as Stand out!	Free	Creativity, innovation and applied technology
Gurus online	Paul Arden	The famous ECD from Saatchi is remembered here and included is the last ad they did for Silk Cut before the advertising ban - a fat lady singer with a split in her purple silk dress. Paul wrote many famous books on creativity, all worth a read today.	Free	Creativity, innovation and applied technology
Gurus online	The Drum TV	Sir Martin Sorrell joined The Drum's editor Cameron Clarke at Cannes Lions 2022 for an exclusive interview. This was shortly after P&G's brand chief Marc Pritchard used his stage time to urge marketers to "double down" on creativity and innovation to drive brand growth against crippling economic headwinds. A noble challenge, but it is one that S4 Capital founder and executive chairman Sorrell doubts the market will respond favourably to. One of many recordings from The Drum at Cannes.	Free	Creativity, innovation and applied technology

Type of learning	Name	Short description	Price	Industry practice areas
IPA/The AA – Online Learning	AdNet Zero Essentials Certificate	Completing the Ad Net Zero Essentials Certificate gives learners: <ul style="list-style-type: none"> • An essential understanding of the climate crisis • Appreciation of our industry's role to take positive climate action • Techniques to measure the carbon emissions related to the work we produce across the advertising process and how to go about reducing them • Provocation about what we can do as advertising and marketing services professionals to promote a more sustainable way of life • Guidance on how to avoid greenwashing in advertising 	Cheap - £60 for 10 hours online learning and exam; if passed 1 MIPA star	Commercial and business acumen
IPA - Online Learning	IPA Commercial Essentials Certificate	Agencies must be strong, both creatively and commercially to succeed. This qualification will introduce you to the fundamentals of agency and client business commercially, so you can incorporate that learning into your day to day work as early as possible. <ul style="list-style-type: none"> • Understand how agencies make money and the financial processes within an agency. • Learn the financial language in use in client and agency businesses today. • Gain an introductory understanding of what best practice financial management looks like for day to day activities such as media booking and production. • Learn the KPIs clients and agencies use to measure commercial success. • Learn the different fee models in use today. • Learn how to scope a project. 	Free	Commercial and business acumen
IPA - Online Learning	IPA CPD Gold Webinar	Get advice on how to take the next steps in proving your agency's CPD excellence by submitting for CPD Gold Accreditation. You can assess if your agency is ready, the amount of work it will require, and the 10 criteria that will need to be in place. You will also be familiarised with our new online submission process.	Free	Commercial and business acumen
IPA - Online Learning	IPA LegRegs Essentials Certificate	While the IPA legal team can help with some issues, it's crucial that you equip yourself with a good grounding in advertising legal and regulatory basics to avoid making expensive mistakes. Content provided by top ranking law firm, Lewis Silkin, who will also be delivering free webinars.	Free	Commercial and business acumen
External - Blog/Articles/Website	British Library Business and IP Centre	Many free webinars aimed at helping SMEs, with topics such as copyright, finances, using social media.	Free	Commercial and business acumen
External – Blog/Articles/Website	JLA Speakers	Some free taster talks from well known academics, sportspeople, politicians, authors, business leaders on subjects as diverse as tech, leadership, the next generation, sustainability. This link is for understanding AI now.	Free	Commercial and business acumen
External - Blog/Articles/Website	IPA Business Growth Conference	Videos from many years of the Business Growth Conference including 2024 where the big topics were (of course) AI, sustainability, retaining our people.	Free	Commercial and business acumen
External – Blog/Articles/Website	B Corps	Knowledge and resources to help achieve B Corp status. Including 'the B Climate Tools Base , a set of tools to guide you on the path toward achieving net zero emissions by 2030 while taking a human-centric, climate justice-oriented approach. These tools will help in tracking carbon footprint & greenhouse gas emissions, refining your climate justice approach, reducing your own emissions and the emissions in your value chain, identifying offsetting projects, reporting your progress, forming partnerships, and more.'	Mainly Free	Commercial and business acumen
External - Blog/Articles/Website	Planet Pledge – World Federation of Advertisers	Planet Pledge is a Chief Marketing Officer led framework designed to galvanise action from marketers to promote and reinforce attitudes and behaviours which will help the world meet the challenges laid out in the United Nations Sustainable Development Goals. One very useful resource is all the listed tools such as the Wayfinder from The Stockholm Resilience Centre. Which is a next gen guide to resilience assessment, free.	Free	Commercial and business acumen
Gurus Online	Chris Merrington	Author of excellent negotiation book 'Why Do Smart People Make Such Stupid Mistakes?', here talking about profit.	Free	Commercial and business acumen
Gurus Online	William Ury	Author of 'Getting To Yes' here talking about getting from no to yes	Free	Commercial and business acumen
Gurus Online	The 80 Minute MBA	This is a video to give you a taster of what you can learn in 80 minutes, based on a nice short book that is full of wisdom. They point out how many businesses are reliant only on their employees motivation. They predicted that business would become obsessed with sustainability.	Free	Commercial and business acumen
IPA - Online Learning	IPA Diversity and Inclusion Modules	With online learning content provided by The Hobbs Consultancy, 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.	£60	All
IPA - Online Learning	CPD Accreditation Support and Resources	Here we have collated for you resources for a seamless journey through CPD Accreditation, from inductions; planning and evaluating training, to appraisals, creating ERGs/communities, with case studies from award-winning IPA member agencies. Also includes The Training Forum.	Free	All
IPA - Online Learning	IPA Foundation Certificate	A journey through the entire brand communications process for industry newcomers.	£275. There is a free revision and exam success webinar before each of the four online exams.	All

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IPA - Online Learning	IPA Digital Performance Essentials	Covering the key disciplines in digital marketing including SEO and Paid Search and develop the skills you need to plan and implement successful digital marketing campaigns.	£225 for learning and exam	All
IPA - Online Learning	IPA Mentor Hub	Everything you need to know about mentoring and coaching including its role in business, where to get it, recommended mentors and coaches, how to set up an in house mentor scheme.	Free	All
External - Online Learning	Acumen Academy	Online courses for anyone, anywhere seeking to create positive impact in their communities. Huge range - presentation, selling, creativity, resilience, leadership - and some very well known speakers such as Angela Duckworth.	Free	All
External - Online Learning	Class Central	The highest rated - in English- online courses and MOOCs of all time from top universities around the world. Based on thousands of reviews written by Class Central users. Eclectic choices - everything from Python to Mindfulness to how to learn better.	Free if you just do the learning without certificate	All
External - Online Learning	Open University	Huge range of subjects from creativity and innovation to the business of football to black leadership and strategic HR.	Free	All
External - Online Learning	Linkedin	16,000+ online courses taught by industry experts, some of them very well known such as Daniel Pink. They insist on asking you questions to curate learning for you - so it is targeted - which can be annoying when you want to browse something quick to learn today.	Costs but can be very cheap per head and individuals can sign up for a free trial.	All
External - Online Learning	Future Learn	Some cheap short courses on subjects as various as data analytics, AI and marketing.	Cheap	All
External - Online Learning	C4 Talks	Video talks on everything from menopause to black pound power to brands role in climate fight and neurodiversity. As these are from a media company they are often very close to our industry.	Free	All
External - Online Learning	How To Academy	Podcasts are free e.g. dealing with blind spots. The videos costs but have great subjects such as why it is not our fault we can't pay attention.	Podcasts free but videos cheap and it is a big library.	All
External - Online Learning	Udemy	This list is the over 10,000 hits for free courses. Everything from web design to time management and understanding finances via movies...	Free	All
IPA - Blog/Articles/Website	IPA Vimeo Channel	796 videos on everything from impactful storytelling to the cost of living crisis. Always worth searching if you have a lunch and learn slot unfilled...	Free	All
External - Blog/Articles/Website	Essencemediacom	News and views articles from a top agency on subjects as diverse as relevance in social media targeting, a Cannes '24 wrap up and asking its employees what 'breakthrough' means to them.	Free	All
External - Blog/Articles/Website	Harvard Business Review	Endlessly brilliant articles and podcasts including my current favourite about managing toxic employees. My first go to when researching anything. There is even a podcast aimed at helping young professionals in their careers.	Free	All
External - Blog/Articles/Website	Moore Kingston Smith	Insights and recorded webinars on useful subjects such as the right exit from a tech business or whether it is the right time to sell your agency.	Free	All
External - Blog/Articles/Website	Training Zone	Bumper reports and resources on subjects mainly of interest to those in HR/L&D such as AI coachbots, listening skills and whether your childhood affects your leadership.	Free	All
External - Blog/Articles/Website	WACL	Latest blogs, podcasts and reports from WACL leaders and allies to argue the case for gender equality in our industry. Their website is not very up to date but their regular May Gather event is very cost effective way of supporting female talent, and every year they take a batch of mentees.	Much Free/Cheap	All
External - Blog/Articles/Website	Ted Talks	4,000 + talks on ideas worth sharing e.g. how does AI learn? Variety of D&I talks, grouped together here as a blueprint for diversity in the workplace. They also have blogs, podcasts and newsletters.	Free	All
External - Blog/Articles/Website	Campaign Insight	Lots of webinars and book clubs. Love the CMO worst ad slot. You have to sign up to access some material.	Free	All
External - Blog/Articles/Website	Paul Arnold sprint talks	77 videos of a planner with an MBA, here listed by most popular which turns out to be nine minutes explaining Byron Sharp's How Brands Grow..	Free	All
External - Blog/Articles/Website	Radiocentre	There are three courses in particular which are free of charge and suited to agencies:- 1. Our half day online introduction to radio advertising course for advertisers and agencies 2. Our full day introduction to radio advertising course for media agencies, including a station visit 3. A full day script clearance course. They also have many good case studies and are trialling other courses for agencies. The glossary is also handy.	Free	All
External - Blog/Articles/Website	The Account Planners Group (APG)	Huge library of advice, book recommendations and podcasts. Their training is also extensive but not cheap. Members can access a long list of previous and future talks by top strategists e.g. Kate Waters and Craig Maudsley.	Free	All
External - Blog/Articles/Website	Brighttalk	As long as you register you can search a vast back catalogue which contains much from a legal and financial POV such as costs of AI, effect of burnout etc.	Free if register	All

Type of learning	Name	Short description	Price	Industry practice areas
External – Blog/Articles/website	Learning Now TV	One very much for the CPD and L&D people in the agency – 'LEARNING NOW TV is a live-streamed Internet tv channel bringing you inspirational interviews, discussions, and practical advice and guidance on real-world issues to keep you up-to-date in the world of corporate learning and performance.'	Free membership	All
External – Blog/Articles/Website	Earth Org	21 Environmental films - movie night? Lots of other knowledge on this site: for example best places to live to avoid climate change and guidelines to avoid greenwashing in marketing. Also lists recommended environmental podcasts.	Free	All
External – Blog/Articles/Website	UN Climate Change Resources	Hugely cerebral education sources.	Free	All
External – Blog/Articles/Website	Strengthscope	This tool is designed to identify strengths and encourage you to use them more - which most gurus acknowledge is a better use of time:productivity ratio. The tool costs but the site is full of free info: blogs, case studies, videos, podcasts, webinars, ebooks.	Resources free but tool costs	All
External – Blog/Articles/Website	Zoomly	Dawn Sillett (legendary trainer, coach)'s site is awash with pithy articles and advice on everything from imposter syndrome to ways to find free strengths tests and her opinion on various books. My eye was caught by '5 questions not to ask your mentor'...	Free	All
IPA - Publication	IPA Knowledge Centre	A wealth of polls, reports and publications e.g. the menopause, humour in advertising, plus perennials like Bellweather and the Agency Census.	Mostly free	All
IPA - Podcast	IPA Podcasts	All the IPA podcasts in one place: the ones On Talent, IPA DG interviews the great and the good, Effectiveness, New Business Diaries.	Free	All
External – Podcast	Kevin Duncan Expert Advice	A cornucopia of free webinars (e.g. 'How To present intelligently online'), book summaries (Best 20 Business Books Summarised in a PPT deck) and podcasts (e.g. How to solve tricky business issues) from a very experienced marketer, trainer and author. He is most famous for his advice on how to deal with bullshitters.	Free	All
External - Podcast	Call to Action/Gasp Podcasts	For anyone trying to make sense of the world of Marketing, Advertising and beyond. The Call To Action podcasts feature many advertising gurus and legends like Rory Sutherland, Paul Feldwick, Richard Shotton, Rania and Trevor Robinson. Charmingly they talk about how to feel better about marketing.	Free	All
External - Podcast	Squiggly Careers	Over 400 brilliant podcasts from Sarah Ellis and Helen Tupper of Amazing If... Latest episodes cover topics like micro motivations and getting the best out of meetings. Some agencies have this as their PodClub - they all listen and then discuss.	Free	All
External - AudioBook	Blinkist	Insights in 15 minutes - Get the key ideas from bestselling non-fiction distilled by experts into bitesize text and audio. New feature is 'shortcasts' - key points taken from podcasts. Another useful feature is one or two minute audio summaries of books' biggest ideas such as in Kahneman's Thinking Fast and Thinking Slow.	Free for trial, and cheap thereafter	All
Gurus Online	James Clear Atomic Habits	Video - There are four stages of habit forming which will help you improve by 1% a day. My favourite technique is habit stacking.	Free	All