

**Training
isn't time
away from
the agency**

**It's time
growing it**

IPA courses and qualifications

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Today over 30,000 people hold an IPA qualification in more than 80 countries

Our wide range of courses and qualifications cover all major industry practice areas:

- 1 Brands, strategies and effectiveness
- 2 Client service, leadership and management
- 3 Creativity, innovation and applied technology
- 4 Commercial and business acumen

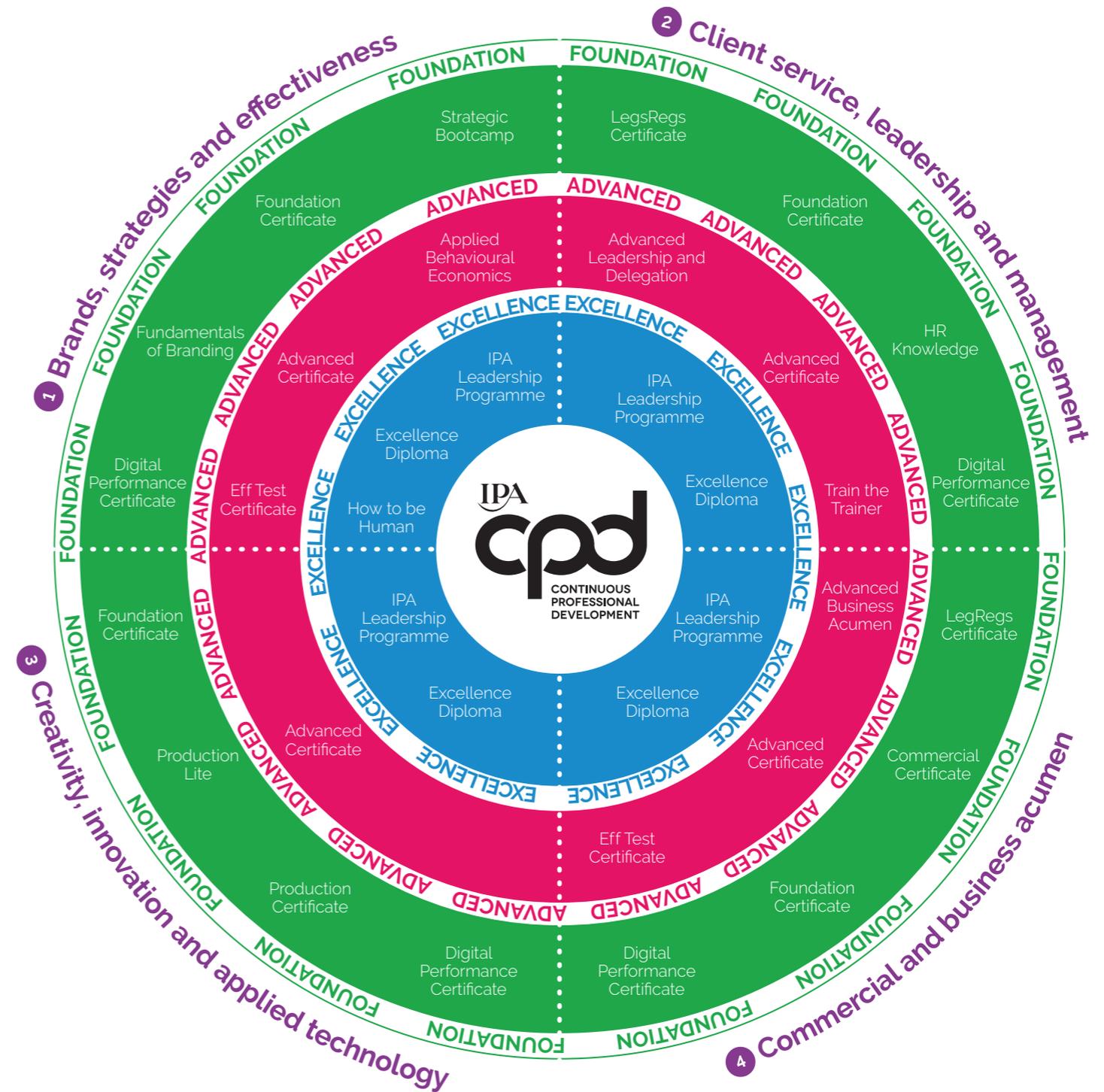
Within each of the four areas there is something for everyone at every career level. So if you are a creative director just about to take on your first management role, be sure to check out the courses under client

service, leadership and management, or if you'd like some psychological insights into human behaviour to help with your current pitch, there's a relevant course under brands, strategies and effectiveness.

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

"There is a clear link between CPD and a happy, successful organisation. When learning is part of the DNA of the agency it permeates everything you do. We all need to view ourselves and our companies as being in a constant state of progress."

Sarah Ellis, Managing Director, Gravity Road



CPD benefits agencies, individuals and clients

It's now 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.

£2m
in new business

96%
staff retention rate

64
industry awards won

87x
return on training investment

61%
pitch conversion rate

*2017 CPD Gold submissions

Personal membership of the IPA



Our industry has always demonstrated outstanding skills and expertise. Developing the accredited MIPA scheme is our way of bringing rigour to, and acknowledging the remarkable professional talent within our industry. Becoming an accredited MIPA will enable practitioners to show their value and experience to clients.

MIPA benefits + Connect

As a MIPA, individuals can profile themselves, their qualifications and career highlights on the IPA website and put 'MIPA' after their name. MIPAs have a number of benefits including access to MIPA Connect, an exclusive online networking community, with tickets to events, discount codes and recommended learning. This means individuals are better placed than ever to accelerate their career.

MIPA accreditation can be gained by achieving five MIPA stars from a range of our qualifications and courses, along with individual CPD compliance in each of the previous three years.

For all enquiries about IPA's MIPA accredited courses and qualifications, please contact learning@ipa.co.uk

"As owner and MD of an agency, I felt it was essential to become an accredited MIPA and gain the ultimate seal of industry approval. It demonstrates to both my colleagues and clients a commitment to the profession and shows a continued development of expertise.

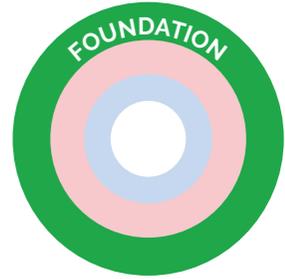
"The MIPA courses have broadened my skills, taught me high-level strategic lessons and helped me understand the strategy, structure and processes behind some of the world's best advertising campaigns. The content of the courses was inspiring, I feel more confident since taking them, my work is more effective, and this is a huge benefit to my clients."

Doug Newman, Founder, MD, Blonde

More detailed information on each course and qualification can be found on ipa.co.uk/courses-qualifications

MIPA qualification and course information

Foundation level (Approx 0-3 years' experience.)



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.

A formal exam is held in February of each year at examination centres across the UK. Candidates will need to answer five essay questions.

Format	Online
MIPA stars	2
Learning time	30 hours
Exam / assessment	2 hour invigilated exam

Production Lite

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

Run by Production4.

Format	Classroom
MIPA stars	1
Learning time	8 hours
Exam / assessment	30min multiple choice online exam

Fundamentals of Branding

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.

Run by Merry Baskin, with Paul Feldwick.

Format	Classroom
MIPA stars	1
Learning time	10 hours
Exam / assessment	Essay based assignment

Strategic Bootcamp

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.

Run by Neil Quick.

Format	Classroom
MIPA stars	1
Learning time	8 hours
Exam / assessment	Essay based assignment

Digital Performance 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	Online
MIPA stars	2
Learning time	10 hours
Exam / assessment	70min online exam

Production Certificate Qualification

We have redeveloped this course to encompass the evolving role of producers. The qualification is for production assistants and junior producers to help prepare for the challenges ahead for 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.

Run by Production4.

Format	London and residential
MIPA stars	3
Learning time	6 days
Exam / assessment	TBC

HR Knowledge

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.

Run by Mary Budd and Gwyn March.

Format	Classroom
MIPA stars	1
Learning time	6 x weekly evening lessons
Exam / assessment	TBC

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MIPA qualification and course information

Advanced level (Approx 4-10 years' experience.)



Advanced Business Acumen

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.

Run by Rachel Murphy.

Format	Classroom
MIPA stars	1
Learning time	8 hours
Exam / assessment	Essay based assignment

Advanced Leadership and Delegation

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.

Run by Gwyn March.

Format	Classroom
MIPA stars	1
Learning time	8 hours
Exam / assessment	Essay based assignment

Applied Behavioural Economics

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.

Run by Richard Shotton.

Format	Classroom
MIPA stars	1
Learning time	8 hours
Exam / assessment	Essay based assignment

Train the Trainer

An immersive, hands-on day that explores how to create engaging one-off training initiatives or ongoing learning and development programmes. The day takes a holistic, step-by-step approach to cover every aspect of the training that delegates have in mind.

Run by Sarah Taylor.

Format	Classroom
MIPA stars	1
Learning time	8 hours
Exam / assessment	Essay based assignment

Eff Test Certificate

Primarily aimed at mid-level planners, account handlers and brand managers.

The Eff Test Certificate offers a solid grounding in understanding and measuring advertising effectiveness. The qualification is then assessed via a formal two hour online exam at a set date and time. It includes multiple choice, mathematical and short form essay questions.

Format	Online
MIPA stars	3
Learning time	35 hours
Exam / assessment	2 hour online exam

Advanced Certificate

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	Online
MIPA stars	4
Learning time	45 hours
Exam / assessment	Assessed on each of the 5 modules

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MIPA qualification and course information

Excellence level

(Approx 10 years' experience.)



Excellence Diploma

The IPA Excellence Diploma has long been the gold standard for critical thinking and advertising innovation. This year we have reimagined the content and delivery of the programme and reset the bar for a new generation of industry luminaries with a new approach to learning and assessment.

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 to be published as editorial in *The Drum*, participating in high intensity sprint pitches to delivering public presentations.

Run by Amelia Torode and Sera Miller.

Format	Three separate 2-day modules
MIPA stars	5
Learning time	100 hours
Exam / assessment	Multiple methods of assessment

How to be Human

This one day action-oriented seminar is for pairs of agency leaders, focusing on helping agency businesses thrive in the age of smart machines. Attendees will walk away with a map and timeline of how AI is impacting our industry and their agency, and an action plan on how to respond to the AI challenge.

Run by Jon Leach and Ian Leslie.

Format	Classroom
MIPA stars	1
Learning time	8 hours
Exam / assessment	Essay based assignment

IPA Leadership Programme

The eight-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	Multiple evening sessions
MIPA stars	3
Learning time	16 hours
Exam / assessment	Essay based assignment

Essential courses

We also run two 'essential' courses aimed at everyone, both entry level and experienced career changers.

Leg Regs

Online qualification covering legal and self-regulatory measures that determine our business. Designed for every level.

Format	Online
MIPA stars	1
Learning time	10 hours
Exam / assessment	30min multiple choice online exam

Commercial Certificate

This qualification will help delegates understand how agency finances work, build better client relationships, negotiate more effectively, and understand how best to maximise the link between creativity and profitability.

Format	Online
MIPA stars	1
Learning time	8 hours
Exam / assessment	30min multiple choice online exam

Eff Essentials *(In development for launch in 2020.)*

Part of the 'essentials' portfolio, this qualification will cover the basics of effectiveness, its importance to successful marketing communications, how to measure it and how to speak its language to clients.

Bespoke training

We also run a range of open courses around the UK for agency staff and a bespoke service which enables us to tailor courses to your needs if you prefer to run them in house - this can also prove more cost effective.

All these courses contribute towards professional CPD accreditation.

Popular courses are:

- **Digital essentials**
- **Entrepreneurship and winning more business from your clients**
- **Unconscious bias**
- **Basic and advanced analytics**
- **Managing people in an emotionally intelligent way**
- **Time management**
- **Social media and mobile strategy**
- **Presentation skills**
- **Negotiating and winning with procurement**
- **Prototyping creative ideas**
- **Brilliant creative brainstorming**

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IPA London

44 Belgrave Square
London
SW1X 8QS

020 7235 7020
ipa.co.uk

IPA Edinburgh

The Bourse
47 Timber Bush
Edinburgh
EH6 6QH

0131 555 7588
ipa.co.uk

 @The_IPA @IPALearning

 [linkedin.com/company/TheIPA](https://www.linkedin.com/company/TheIPA)

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