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Fourth generation of European Advertising Certificate graduates honoured

Brussels, 5 June 2015: over 1,000 young professionals in the communications industry from Europe have successfully taken the 2015 European Advertising Certificate exam and have now received their results. With a pass rate of 97%, this year's edition has proven to be a great success once again.

The European Advertising Certificate represents an opportunity for agency employees with a minimum of two years of experience in the industry to obtain a foundation-level qualification. The programme is especially open for members of the European Association of Communications Agencies (EACA), yet non-members can also apply to register. For members, the learning is free and the exam fee is €220 per student.

The Certificate is created to provide young professionals with a thorough understanding of the advertising industry and offer them a comprehensive overview of various brand communication processes. It is the first consistent, European-wide qualification which complements their professional experiences and enhances their career perspectives. Based on the proven IPA Foundation Certificate, the programme was specifically developed for a European audience with help from the European Union Leonardo programme.

The online programme consists of 6 learning paths or modules: Advertising and Communication in Context; Understanding Clients' Business; Client, Creative and Media Briefs; Creativity and Creative Development; Understanding Media Channels and Implementing Creative Ideas. The programme includes a combination of videos, easy readers, e-lessons, assignments, quizzes and discussion groups to assist the students in the learning process.

According to Dominic Lyle, Director General, EACA, the results of the EAC were very positive: "It was a great edition and we are really excited to see that the Certificate proves to be the beginning of a successful career in the commercial communications industry for many young professionals. Improving industry knowledge and driving professional development remains the key objective of the Certificate and that is exactly why it is a must-have for both professionals and their agencies in today's advertising industry."

Registration for the next generation of EAC young professionals opens in November 2015, while the exam will take place in April 2016 (tbc).

For more information, visit:

certificate.eaca.eu

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If you have further inquiries, please contact:

Claudia Ortiz-Reyero
Education and Training Manager
EACA
+32 2 740 0716
claudia.ortiz-reyero@eaca.eu

Dominic Lyle
Director General
EACA
+32 2 740 0711
dominic.lyle@eaca.eu