

## Registration opens for IMCC International Diploma

*Brussels, 3 February 2014:* EACA's Integrated Marketing Communications Council (IMCC) has opened registration for the IMCC International Diploma. This qualification, adapted from the established Diploma offered by the Institute of Promotional Marketing (IPM) in the UK, is the only accredited International Diploma in the field and comprises a series of questions and a set brief to be completed over a four and a half month period, covering all aspects of planning, implementing and running promotional activity.

The Diploma is designed for agency and promoter personnel involved in devising, developing and running promotional campaigns to provide a solid platform on which to build experience and future learning. It provides a thorough overall introduction to promotional marketing and a qualification that is recognised by the industry at large. The Diploma aims to increase standards of professionalism in the industry and provide a benchmark for promoters.

Priced at € 750.00 for IMCC members, the course offers 200 pages of detailed notes, checklists and case studies written by industry experts and can only be accessed by registered candidates. It is based around nine modules, covering topics such as the role of promotions in integrated marketing, codes and legalities, procurement and digital & experiential channels.

Annouck Hendricks, N BBDO Belgium, one of three young Belgian professionals to gain a Diploma in 2013, felt that the course had given her a different perspective on her daily work: "It's been very helpful to see all the practical things I do on a daily basis translated into theory, it makes them seem much more real," she said. "I now have better arguments to convince my clients".

The IMC International Diploma is open to all agencies and promoters. Registrations are open till 3 March 2014 and can be made on [www.imcceurope.com/diploma.asp](http://www.imcceurope.com/diploma.asp). Papers must be submitted by 15 July 2014.

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***About the IMCC***

The IMCC is one of the 5 councils of EACA and focuses on integrated marketing communications. Its mission is to represent the integrated marketing communications agencies and agency associations in Europe. It acts as a central source of information for the industry and assists in the development of the reputation and professionalism of the industry across Europe by focusing on three key areas: best practice, lobbying and recognition by way of an international Awards competition, 'The IMC European Awards'.

***About EACA***

European Association of Communications Agencies (EACA) is a Brussels-based organisation which represents full-service advertising and media agencies and agency associations in Europe. EACA promotes honest, effective advertising, high professional standards, awareness of the contribution of advertising in a free market economy and encourages close co-operation between agencies, advertisers and media in European advertising bodies. For more information, click [here](#). Find us on [Facebook](#), [Twitter](#) & [LinkedIn](#).