



PRESS RELEASE
For immediate release

Registrations open for the European Advertising Certificate 2015

Brussels, 3 November 2014: Brand new extended content, the possibility for wider agency and client participation and access to the learning via mobile are three key features of the fourth edition of the European Advertising Certificate (EAC) which opens for registrations on Monday 3 November 2014.

To keep up with the fast-paced communications industry, the content has been updated to strengthen the learning for strategic planning and creativity. In addition, the EAC is now open not only to members of the European Association of Communications Agencies (EACA) within and outside Europe but also to any young professional working in the communications field for agencies or clients. Participants can register for the online learning from today onwards.

Aiming not only to teach but to inspire, the online programme provides learners with a thorough understanding of the brand communications process acting as a complement to young professionals' day-to-day 'on the job' experience. The EAC comprises 7 learning paths or modules: Advertising and Communication in Context; Understanding Clients' Business; The Strategic Planner's Toolkit; Client, Creative and Media Briefs; Understanding Media Channels; Creativity and Creative Development; and Effectiveness. Through a variety of videos, easy readers, e-lessons, assignments, quizzes and discussion groups, the programme uses mixed media to provide quality learning while maintaining learners' interest. The 2015 course content, with updated videos and learning material, creates an interesting and user-friendly environment for the participants.

Based on the successful Institute of Practitioners in Advertising (IPA) Foundation Certificate, created in 2004, the contents have been adapted by the European Association of Communications Agencies with support from the European Commission's Leonardo programme. The EAC is directly comparable to the IPA Foundation Certificate, but adapted in terms of language & content for a wider European audience.

Around 1200 young professionals from Europe, Middle East and Africa took the exam in 2014.

According to Olga Mitskevich from Russia, who gained a Distinction in the 2014 exam, "The programme gives you a unique chance to look into the world of advertising and discover it from different angles. You will receive useful tips helping you implement creative ideas and stimulate your imagination. Your passion for advertising will expand to such an extent that you will immediately come into action."



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“Seeing the big success of the European Advertising Certificate, firstly in Europe but now also in Africa and the Middle East, and following the continuous requests from professionals outside EACA membership to take the course, we have decided to open the Certificate to all young professionals in the field of communications, so that more people in the industry can be inspired. In addition, we have decided to pilot the IPA Search and Commercial certificates in 2015 with a view to future Europeanised versions”, said Dominic Lyle, Director General, EACA.

The EAC programme comprises 30-35 hours of online learning, followed by a three-hour written examination which will take place on 26 March 2015 in participating countries in Europe, Middle East and Africa. For EACA members within Europe, the learning is free and the exam fee is €220. For EACA members outside Europe and non-members the cost is €500 in advance for a package that will include the learning and the exam.

EAC Registration opens on 3 November 2014 and will close on 12 March 2015. For more information and to register for the course, visit: <http://certificate.eaca.eu/>

For further information on the Search and Commercial Certificates, please contact certificate@eaca.eu

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Notes to Editors

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, and 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](#).

About IPA

The IPA is the trade body and professional institute for over 290 UK advertising and marketing agencies which together manage media and marketing budgets valued at over £30 billion per annum.

For more information, click [here](#).

