



## **PRESS RELEASE** *For immediate release*

### **Second chance to take the European Advertising Certificate 2015**

*Brussels, 28 July 2015:* Registrations for the second edition of the European Advertising Certificate 2015 are now open to agency employees across Europe, the Middle East and Africa. The EAC is the only consistent, European-wide foundation-level qualification exclusively available to agency employees with up to two year's industry experience. For the first time since its creation the EAC Exam will be held online on 5 November 2015.

Aiming not only to teach but to inspire, the online learning programme provides participants with a thorough understanding of brand communications to complement their day-to-day work experience. It is built across 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. The programme offers a broad range of videos, easy readers, e-lessons, assignments, quizzes and discussion groups to support the students' learning needs and interest. The 2015 course content, with updated videos and learning material, creates an interesting and user-friendly environment.

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

The fee (which includes both the online learning and the exam) is €220 for EACA members and €500 for non EACA members and is payable prior to accessing the online learning. The programme comprises 30-35 hours of online learning.

In March 2015, over 1,000 young professionals successfully sat the 2015 European Advertising Certificate exam, with a pass rate of 97%. The new online exam format to be introduced in October 2015 has been developed in co-operation with the IPA and will match the quality and standards of the offline version.

Registrations open on 28 July 2015 and will close on 22 October 2015. To register, please visit:

[certificate.eaca.eu](http://certificate.eaca.eu).

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**For further information, please contact:**

Claudia Ortiz Reyero  
European Education and Training Manager  
EACA  
+32 2 740 07 16  
[claudia.ortiz-reyero@eaca.eu](mailto:claudia.ortiz-reyero@eaca.eu)

Dominic Lyle  
Director General  
EACA  
+32 2 740 07 11  
[dominic.lyle@eaca.eu](mailto:dominic.lyle@eaca.eu)

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**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](#).