Young professionals sit European Advertising Certificate exam across EMEA

Brussels, 18 April 2013: For the second time since its launch last year, over 220 young professionals from the European Association of Communications Agencies (EACA) member agencies across Europe, Middle East and Africa had the chance to obtain the European Advertising Certificate (EAC), a foundation-level qualification for adlanders with up to two year's industry experience.

The young professionals from over 35 nations completed a 25-30 hours online learning programme providing a thorough understanding of the advertising industry and its processes. This is then followed by a three-hour written examination organised by the EACA together with its national advertising associations. The exam will take place simultaneously on 18 April 2013 all over Europe, Middle East and Africa.

"I am very pleased that today's junior agency practitioners are keen and willing to be well prepared for the everyday challenges the industry presents them with. With the EAC qualification we give them the right tool to take these opportunities based on their better understanding of the entire brand communications process" said Dominic Lyle, Director General, EACA. "EAC – where education meets business! Better trained people means better business – and this is one of our objectives here at the EACA".

For more information, visit:

www.eaca.eu/certificate

- ends -

For further information, please contact:

Tamara Ramach
Director of European Affairs
EACA
+32 2 740 0715
tamara.ramach@eaca.be

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