



## European Advertising Certificate exam attracts new starters across EMEA

*Brussels, 10 April 2014:* For the third time since its launch in 2012, almost 230 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 ambitious new starters with up to two year's industry experience.

The young professionals from nearly 30 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 took place today simultaneously all over Europe, Middle East and Africa.

"Since its launch 3 years ago, nearly 1000 junior agency practitioners were attracted by the EAC qualification. I am pleased to see that new starters are willing to face this challenge and have an interest in getting trained. The EAC Certificate is well on the way to becoming the benchmark qualification for young professionals across the industry" said Dominic Lyle, Director General.

For more information, visit:

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

- ends -

For further information, please contact:

Tamara Daltroff  
Director of European Affairs  
EACA  
+32 2 740 0715  
[tamara.daltroff@eaca.be](mailto:tamara.daltroff@eaca.be)

Dominic Lyle  
Director General  
EACA  
+32 2 740 0711  
[dominic.lyle@eaca.be](mailto:dominic.lyle@eaca.be)