



**PRESS RELEASE**  
*For immediate release*

## **Registrations open for the European Advertising Certificate 2014**

*Brussels, 5 November 2013:* Registration for the 2014 European Advertising Certificate, the only consistent, European-wide foundation-level qualification, is open to young agency personnel across Europe, Middle East and Africa. The course is available exclusively to agency employees of member agencies of the European Association of Communications Agencies (EACA) with up to two year's industry experience.

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. It is built across 6 learning paths or modules: Advertising and Communication in Context; Understanding Clients' Business; Client, Creative and Media Briefs; Creativity and Creative Development; Understanding Media Channels and Implementing Creative Ideas. It uses a mix of videos, easy readers, e-lessons, assignments, quizzes and discussion groups to provide variety and maintain students' interest. The 2014 course content, with updated videos and learning material, creates an interesting and user-friendly environment for the students.

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 & content for a wider European audience.

A total of 1000 young professionals from Europe, Middle East and Africa undertook the exam in 2013.

Shireen Nababteh from Jordan said "I really enjoyed reading all the material and listening to experienced people in our industry. The case studies were my most preferred ones, as I could remember them easily and always support my arguments with them. The course inspired me all the way."

The programme comprises 25-30 hours of online learning, followed by a three-hour written examination which will take place on 10 April 2014 in participating countries in Europe, Middle East and Africa. The learning is free and the examination costs € 220 per person.

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## European Advertising Certificate 2014../.2

“For the second year in a row, the European Advertising Certificate has inspired hundreds of young professionals. The programme provides learners with information that is invaluable to those who have just begun their career or wish to enter the world of advertising”, said Dominic Lyle, Director General, EACA.

Registration opens on 4 November 2013 and will close on 27 March 2014. The exam will take place on 10 April 2014 at national level. For more information and to register for the course, visit: [www.eaca.eu/certificate](http://www.eaca.eu/certificate).

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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](#).