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Second generation of European Advertising Certificate graduates honoured

Brussels, 27 June 2013: Over 1000 young professionals from 30 countries have received their grades from the second European Advertising Certificate (EAC) exam which took place on 18 April this year.

The European Advertising Certificate represents an opportunity for agency employees across Europe with up to two years' industry experience to obtain a foundation-level qualification for members of the European Association of Communications Agencies (EACA).

Candidates completed a 25-30 hour online learning programme followed by a three-hour written examination which took place simultaneously in over 20 countries in Europe, the Middle East and Africa.

The Certificate offers the first consistent, European-wide qualification designed to provide young agency personnel with a thorough understanding of the advertising industry and its processes, a comprehensive overview of the brand communication process and to complement their day-to-day on the job experience.

It is based on the proven IPA Foundation Certificate and was developed for a European audience with help from the EU's Leonardo programme. The learning is free and the examination costs €220 per person.

The online programme comprises 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 video, easy readers, e-lessons, assignments, quizzes and discussion groups to provide variety and maintain student interest.

According to Dominic Lyle, Director General, EACA, the results of the EAC were very positive: "One out of ten young professionals passed the EAC with distinction and more than half of the candidates passed with credit. I congratulate the new generation on their success and I am convinced that the knowledge they acquired will help them now and in the future of their advertising careers".

Registration for the third generation of EAC young professionals opens on 1 November 2013 and the exam will take place in April 2014.

For more information, visit:

www.eaca.eu/certificate

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