



Commercial  
Communications  
Council

## Comms Council | IPA Commercial Alliance 2016

Bringing IPA courses and qualifications to New Zealand for Comms Council Industry Members

### QUESTIONS & ANSWERS

#### **What does the IPA Comms Council alliance involve?**

Under the agreement, the IPA and the Comms Council will launch with two of the existing IPA globally recognised qualifications and online courses and deliver them to the Comms Council Industry Members. These highly respected courses include The IPA Effectiveness Test and the IPA Commercial Certificate.

#### **What are the benefits of the IPA Comms Council alliance?**

The alliance will help raise the levels of professionalism amongst local industry practitioners by bringing globally recognised qualifications and courses to the New Zealand market that provide a benchmark in best practice for our industry.

#### **What is the IPA?**

Established in 1917, the IPA (Institute of Practitioners in Advertising) is the professional body for advertising, media and marketing communications agencies based in the United Kingdom.

As a not-for-profit membership body, the IPA's role is two-fold: to provide essential core support services to its 306 agency brand members (who account for over 85% of the UK's £16.7bn advertising and media spend); and to act as the industry spokesperson.

For more information visit: <http://www.ipa.co.uk>

#### **What does the IPA do?**

Core services cover a number of advisory services such as agency management, legal, insights, media research as well as bespoke agency training and qualifications.

The IPA also runs three award schemes, including the prestigious 'IPA Effectiveness Awards'.

The Institute collaborates closely with other advertising-related trade bodies including the AA, IDM and ISBA in the UK and with EACA, CAA, CCA and Comms Council on an international basis.

### **What award schemes does the IPA run?**

The IPA runs three prestigious award schemes:

- Widely considered to be the most rigorous effectiveness competition in the world, the 'IPA Effectiveness Awards' reward campaigns that have provided the commercial power of their ideas and demonstrated their marketing communications payback. For more information on the Effectiveness Awards visit: <http://www.ipa.co.uk/effectiveness/award>
- The 'Best of Health Awards' showcase creativity in healthcare.
- The 'Media Owner Awards' recognise best practice in levels of service that media owners provide to agencies.

### **Why is the IPA forging an alliance with Comms Council?**

In 2009 IPA Council agreed that the IPA should export its range of qualifications to a global market with the primary objective of growing the UK industry's status as a centre of best practice and excellence in advertising.

It is the IPA's goal to set benchmarks for best practice and professional development in the global advertising profession.

The IPA believes that as a creative industry, our greatest asset is our intellectual creativity and ingenuity. The quality of our thinking adds value to our clients' brand communications and drives our own businesses. Fundamental to continuing business success is our ability to attract and retain the brightest minds by developing their knowledge and professionalism and stimulating their creativity. The IPA therefore encourages agencies to provide development opportunities for staff, across all departments and skill disciplines.

### **How credible is the IPA learning and development programme?**

The IPA's award winning learning and development programme is widely regarded in international markets, particularly as the content is written and conceived by existing agency practitioners from every discipline in our multichannel world.

Since launch, over 11,000 people in over 60 countries have achieved an IPA qualification. Most of the reach overseas to date has been organic, but in January 2014, the IPA recruited staff to manage and grow this business. As a result there has been rising interest in the programme across markets in Australia, New Zealand, Asia, Middle East, Europe and the US.

In order to meet this demand, the IPA has sought to collaborate with leading like-minded industry leaders (such as Comms Council) and trade bodies to help facilitate the delivery of the portfolio of IPA qualifications in local markets.

### **What is the benefit for associations in forging international alliances?**

As the industry becomes more connected, collaborative and globalised, it is important to keep evolving, particularly as clients and agencies seek consistency and continuity across markets. Forging relationships – such as the Comms Council IPA alliance - allows access to shared resources, learnings and insights from other markets, and the opportunity to agree on best practice.

The close collaboration enjoyed by the IPA and Comms Council reflects a trend within the global marketing communications profession towards the establishment of open and transparent alliances and partnerships.

### **Why is Comms Council partnering with the IPA to develop and implement the IPA Continuous Professional Development programme?**

As a creative industry, our greatest asset is our intellectual creativity and ingenuity. The quality of our thinking adds value to our clients' brand communications and drives our own businesses.

Comms Council believes investing in our practitioners is critical and that the world-class IPA Continuous Professional Development programme will:

- Add value to client businesses and ensure our industry is perceived by clients as professional
- Show commitment to continuous professional development and educating talent in the same way other professional bodies do
- Reflect agencies' worth in order to claim fair remuneration and to prove a skilled agency can make a difference to a client's business
- Ensure practitioners are equipped with quality learning resources to enable them to perform in today's fast evolving environment. Responsible for translating new consumer behaviours into meaningful insights that result in creative and commercial success for clients, our practitioners need continual development to shape, build and explore their full capabilities – in order to better interpret and deliver against specific business problems
- Improve business performance

- Prevent agencies losing out when trying to recruit and retain the best talent, particularly younger practitioners
- Ensure the industry's courses and training methods are aligned with the current operating environment - from content to delivery with access to both online courses and materials, as well as access to experiential learning taught by today's industry leaders
- Drive more responsible and profitable businesses in the longer term as CPD becomes a recognised industry standard

### **What impact does the IPA's Continuous Professional Development programme have on the market?**

In the UK, Gold agencies – those that have been awarded accreditation for proving best in class CPD - reflect impressive results attributed to the impact of CPD:

- 98% of clients were retained by Gold agencies in 2012
- 20% average staff turnover in Gold agencies, while it is 30% across the whole industry
- 81% positive feedback on leadership within Gold agencies compared to 25% in companies generally
- 85% Gold agency staff feel they have learning opportunities that will help them develop

### **How has the local industry responded to the alliance?**

**Simon Lendrum, Managing Director, J. Walter Thompson New Zealand and President of the Comms Council Executive Board:**

*For the past 30 years, the IPA has set the benchmark in efforts around demonstrating real and tangible benefits to communications businesses. It has had great personal development and training programmes in place for several decades - and those of us who have participated in the programmes cite them as key learning moments in our careers.*

*The IPA has clearly moved with times, creating channels that allow for worldwide participation in its best in class programmes. That the IPA is based in the UK is now neither here nor there. The alliance with Comms Council enables us to participate as small market and with our limited resources - we don't need to start from scratch as we can benefit from the scale that the IPA has.*

*The IPA training programmes are best in class and anyone looking to develop their strategic planning skills will benefit from the Eff Test, safe in knowledge that they will be developing globally relevant skills that can be applied to locally.*

*The IPA comes with great mana and respect in the products that it delivers. While we already have developed a number of world class courses in New Zealand, individuals with IPA qualifications will add*

*a further layer of credibility to their bow. I'm very confident that as soon as it is launched here the EFF Test will be immediately oversubscribed!*

**Quote from Nick Garrett, CEO Colenso BBDO and Comms Council Executive Board member**

*This alliance is absolutely cool. The IPA set up globally before anyone else. It is simply the best training programme in the world and it has decades of experience, learning and knowledge behind it.*

*While the UK may not have the global stranglehold it once had, it still has the best trained, strength and depth of talent in the world. Anyone who comes out of London's IPA is the best - and everyone knows it.*

*This is an amazing step up from anything we've had available in the past and a dream opportunity for young Kiwis. For anyone who has a desire to work in London or New York, the IPA training makes it easier to evaluate your skills and hire you.*

*The IPA programme is not easy and it's not meant to be easy. Get out of your comfort zone, be tough on yourself, challenge yourself, see if you're any good, if you're the best in your agency, test to see if you are the best in the country.*

For further queries on the Comms Council IPA Commercial Alliance or the associated courses and qualifications, please contact:

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