



Commercial
Communications
Council

Training & Development
PROSPECTUS 2022



**Next
Steps**



Agencies that help nurture and grow their people enjoy greater staff satisfaction, retention and a competitive advantage.

We have developed a breadth of courses catering to all levels of experience, and drawn from industry leaders both in New Zealand and from around the world.

Level 1

0-2 years industry experience.
All disciplines.

Level 2

3-5 years industry experience.

Level 3

6+ years industry experience.

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Level 1

Foundations of Advertising and Media Course

A comprehensive programme which covers the fundamentals of the advertising and media agency world. This 12-week course is now regarded as one of the most valuable and effective professional development opportunities in the industry. This course, led by industry expert Lucinda Sherborne, includes presentations and case studies from industry experts and leaders and provides participants with an insight into the broader industry that sits beyond their own agency, building connections that will last for their entire careers.

Who is this qualification for?

For anyone with fewer than three years' experience in the industry. Irrespective of your chosen discipline it is essential to understand how an agency works, the functions of the people within the agency and the disciplines required to create outstanding creative and effective output. This course is only available to members of the Commercial Communications Council.

Learning outcomes

- Gain an understanding in organisational structure and functions of creative and media agencies
- Gain insight into the value and significance of client relationship management
- Learn the value of brand stewardship by understanding brand theory & consumer/brand relationships
- Dive into the creative world and the art of the brief
- Review emerging digital trends and the importance of integrated marketing communications
- Understand the importance of revenue generation and managing profitability
- Meet the CEOs of the industry and receive a "view from the top"

How is the qualification delivered and assessed?

- An opening function is followed by weekly presentations and interactive exercises from industry leaders
- 9 weekly modules
- 2 assignments are assessed over the 12 weeks
- Participants will receive a Comms Council certificate of Completion. It is possible to gain a grade of merit or honours.

Dates / Booking deadlines

Course date: 5 July 2022

Booking deadline: 14 June 2022

Price

\$2,800 + GST

Comms Council members outside of Auckland will be charged \$750 + GST per person. This will cover costs for remote access via Zoom.

Level 2

“On Point” Account Management Course

This course focuses on building the skills required to be an adept and effective manager, understanding the part you play in driving creativity and ensuring ROI both for the agency and clients.

Led by Nikki McKelvie, Managing Director DDB NZ, and with other guest contributors this is an interactive and focused workshop designed to elevate account management skills.

Who is this qualification for?

Primarily intermediate level account managers from all communications industry disciplines, though any client facing manager in a creative, design, media, digital, PR or experiential agency would benefit from this course.

Learning outcomes

- Honing leadership skills (internally and externally)
- Learn how to effectively manage client relationships
- Problem solving and project facilitation
- Techniques to tackling a brief
- Understanding ROI and agency revenue
- Being proactive vs reactive

How is the qualification delivered and assessed?

- 1 day workshop
- Presentations and Q&A with industry leaders
- Group activities and opportunities to present
- Downloadable PDF's for follow up reading

Dates / Booking deadlines

Course date: 20 July 2022

Booking deadline: 6 July 2022

Price

\$695 + GST members

\$995 + GST non-members

Level 2

Master of Advertising Effectiveness

An online course examining the core principals of advertising effectiveness, designed and facilitated by effectiveness expert, James Hurman. This evidence based Master of Effectiveness Course draws on the research and data of global advertising effectiveness experts.

This on line course focuses on eight fundamental aspects of advertising effectiveness:

1. Investing for growth
2. Targeting for growth
3. Managing long and short
4. Building mental availability
5. Creativity and effectiveness
6. Creative commitment
7. Objective setting, tracking and measurement
8. Application of principles

Who is this qualification for?

Mid level marketing and advertising professionals across all disciplines.
This course is only available to members of the Commercial Communications Council.

Learning outcomes

- Gain a thorough and applicable knowledge of the proven principles of advertising effectiveness
 - Learn the knowledge and skills required to generate the best possible commercial returns from the advertising you produce
 - A better understanding of how to communicate the value of creative advertising and brand building to key decision makers
- [Download the full programme summary](#)

How is the qualification delivered and assessed?

- Video content per module with support workbook document and further resources and learning references
- On-line workbooks and then in one hour discussion forum per week to discuss course modules
- 2 hour exam at the end of course
- Total course time 10-12 hours
- Cannes Lions Entries are included as part of the download. Additional resources are provided throughout.

Dates / Booking deadlines

Course date: 4 July 2022
Booking deadline: 27 June 2022

Price

\$2,695 + GST members

Level 3

Strategic Planning Lab

In a world of over-supply and under-demand, strategy is the key to winning in the market place today. Demystify the word strategy and gain all the tools you need to plan effective strategic communications to add value to your clients' business.

Led by Rupert Price - Chief Strategy Officer - DDB NZ, this three-day intensive workshop provides a strong grounding in the core concepts that underpin effective strategic thinking in today's communications market. Through provocative presentations from leading industry experts and a challenging live brief to work through, participants will increase their confidence to turn strong strategic thinking in to effective action.

Who is this qualification for?

Mid to senior account managers, planners, media or digital managers.

Learning outcomes

- An understanding of how brands really achieve growth
- Getting to grips with situation analysis and the effective use of market research
- Master the use of targeting and segmentation to your strategic advantage
- Use insights to develop a compelling brand positioning
- Understand what makes compelling effective creative ideas that deliver to a strategy
- Develop a communications strategy that influences consumers in the most effective moments
- Understand how to set meaningful objectives and evaluate campaign effectiveness

How is the qualification delivered and assessed?

- 3 non-consecutive days in a workshop format
- Presentations and Q&A sessions delivered by industry leaders
- A live brief assignment judged by a senior marketing specialist
- Workshops and presentations
- Downloadable PDF's for follow up reading

Dates / Booking deadlines

Dates: 11 May 2022, 1 June 2022, 29 June 2022

Booking deadline: 27 April 2022

Price

\$1,900 + GST members

\$2,500 + GST non-members



Our IPA on-line courses have international certification and recognised as world leading in the marketing communications industry; from Essentials courses for new starters to Advanced certificates for senior strategists.

IPA Effectiveness Essentials Certificate

Understand the role of effectiveness in 10 hours of online learning. It'll change how you look at the things you do every day.

Make better, more informed strategic decisions in your role and empower yourself to work more collaboratively, efficiently and effectively with the Effectiveness Essentials Certificate.

Who is this qualification for?

Primarily aimed at entry level agency and marketing professionals. Anyone entering the industry in any discipline would benefit from this overview of the key strategic thinking and knowledge of effectiveness that this course provides.

Learning outcomes

- Understand the principles of effectiveness, why it matters and how you can make the case for commercial creativity
- Learn effectiveness best practice and why a culture of effectiveness should be embedded in your workplace
- Make better, more informed, more strategic decisions in your role
- Discover lessons from award-winning effectiveness papers

How is the qualification delivered and assessed?

- 10 hours of online learning
- Interactive work book, videos and case studies
- Mini quizzes at the end of some modules
- 30-minute multiple choice exam.
- If you pass the exam, you will be awarded a digital certificate of completion

Exam dates / Booking deadlines

Ongoing

Price

\$450 + GST members
\$500 + GST non-members

IPA Digital Performance Essentials Certificate

In the ever evolving world of digital marketing, discover the key disciplines needed in SEO and Paid Search, and develop the skills you need to plan and implement successful digital marketing campaigns.

Understand each of the key disciplines at the fast moving pace of digital advertising and learn how to keep a step ahead to become a successful client manager and strategic thinker.

Who is this qualification for?

Specially designed for junior practitioners working in the communications industry. You may be in your first year within a digital agency or specialist department. It's also ideal for more experienced individuals looking to add knowledge of digital to their existing skill set.

Learning outcomes

- Understand each of the key disciplines in digital marketing, providing you with a background knowledge that will enable you to hold your own in team and client meetings
- Gain an essential grounding in how to be a successful client manager and strategic thinker
- Become better at briefing, planning and executing digital marketing campaigns
- Learn how to buy traffic through display marketing and how to manage successful campaigns
- Explore how SEO has evolved and how to make it work for you
- Understand affiliate marketing, what's involved and how to manage campaigns successfully
- Learn about Paid Search and how to efficiently manage your keyword strategies

How is the qualification delivered and assessed?

- Ten hours of online learning
- A mandatory multiple choice test must be passed before the exam date. If the candidate does not pass this test by the exam date, the final exam will not be accessible to them and they must follow deferral or cancellation policy.
- The qualification is then assessed via a formal 70-minute online exam
- If you pass the exam, you will be awarded a digital certificate of completion

Exam dates / Booking deadlines

6 July 2022. Booking deadline 20 May 2022
28 September 2022. Booking deadline 12 August 2022
30 November 2022. Booking deadline 17 October 2022

Price

\$750 + GST members
\$800 + GST non-members

IPA Advanced Effectiveness

Formally known as the Eff Test. Develop a greater understanding of and a forensic approach to the evaluation of your campaigns.

Gain a deep knowledge of theories of advertising effectiveness and how to design a multi-platform campaign measurement programme. And learn how to write a winning effectiveness paper to showcase your success.

Who is this qualification for?

Senior planners and strategists/business directors.

Learning outcomes

- Learn how to prove the value of your contribution to your clients' businesses
- Improve your client relationships by speaking their language
- Discover the best practice approach to designing a measurement programme to evaluate multi-platform activity
- Confidently and correctly analyse the impact and effect of any campaign
- Gain the confidence to write a brilliant effectiveness paper

How is the qualification delivered and assessed?

- 35 hours of online solo learning split across 14 modules - allow for 2-3 months of study prior to the exam
- Workbooks, video and case studies
- Explores data driven approaches supported by IPA Databank
- Additional recommended resources
- 2 hour exam resulting in a certificate

Exam dates / Booking deadlines

Exam date: 28 July 2022. Booking deadline 26 May 2022
Exam date: 27 October 2022. Booking deadline 1 August 2022

Price

\$1,300 + GST member
\$1,400 + GST non-members

2022 Course Calendar

	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
IPA Effectiveness Essentials	On demand								
IPA Digital Performance Essentials				Exam 10.07.22		Exam 28.09.22		Exam 20.11.22	
Foundations of Advertising and Media				05.07.22					
"On Point" Account Management			TBC						
Master of Advertising Effectiveness									
Strategic Planning Lab		11.05.22	01.06.22 29.06.22						
IPA Advanced Effectiveness				Exam 28.07.22			Exam 27.10.22		

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