

**Training isn't
time away from
the agency**

It's time growing it

IPA courses and qualifications

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IPA

courses and qualifications

In 2022 we welcomed over 7000 delegates on our portfolio of courses and qualifications.

The chart opposite illustrates, for different disciplines and levels of experience, a journey through the programmes we offer most often. This is not an exhaustive list and obviously one's journey does not have to be this linear, as a career seldom is. We add new learning all the time to address the continuously evolving requirements of our agencies, so it is worth keeping an eye on our website for **new content**. Please also look at our podcast **IPA On...**, our Training Forum listing and our **events page**, as we run many inspirational sessions on topical issues.

Learning and development journeys

	Foundation	Essentials	Advanced	Excellence
Media/comms planning	Foundation Certificate	Data Literacy Essentials Course Digital Performance Essentials Certificate Media Research Essentials Certificate	Advanced Certificate in Communications Planning	Excellence Diploma in Brands Excellence Diploma in Leadership Excellence in Business (Delivered by LSE)
Client service/commercial /HR		Account Handling Essentials Course Client Relationship Essentials Course Commercial Essentials Certificate Commercial Negotiation Skills Essentials Course LegRegs Essentials Certificate People Management Essentials Course Pitching Skills Essentials Course Presentation Essentials Course Production Lite Essentials Course	Advanced Business Acumen Course Advanced Client Relationships Course Advanced Leadership & Delegation Course Advanced New Business Course Advanced Presentation Skills Course	
Strategy/planning/effectiveness		Behavioural Economics Essentials Course Brand Building Essentials Course Effectiveness Essentials Certificate Strategy Bootcamp Essentials Course	Advanced Application of AI in Advertising Course Advanced Certificate In Effectiveness Advanced Certificate in Marketing Technology (delivered by LXA) Advanced Strategic Effectiveness Course	
Creative/production		Creative Brief Writing Essentials Course Production Essentials Certificate	Advanced Effective Storytelling Course	
Recommended for all: Ad Net Zero Essentials Certificate Diversity and Inclusion Essentials Certificate				

CPD benefits agencies, individuals and clients

CPD is good for people, good for the industry, and good for business. The IPA's industry leading mandatory CPD Accreditation equips our members with the tools to build, deliver and evaluate programmes of learning and development with the same sharp approach to effectiveness as they build, deliver and evaluate campaigns.

Agencies who achieve the IPA's accolade for CPD excellence, CPD Gold, continue to make the business case for investing in learning and development. On average, the CPD Gold agencies saw:



Personal membership of the IPA



Become a Personal Member – an Accredited MIPA – and gain endorsement of your commitment to learning and development.

Our industry has always demonstrated outstanding skills and expertise. Developing the accredited MIPA scheme is our way of bringing rigour to, and acknowledging, the remarkable professional talent within our industry. Becoming an accredited MIPA will enable practitioners to show their value and experience to clients.

MIPA accreditation can be gained by achieving five MIPA stars from a range of our qualifications and courses, along with individual CPD compliance in each of the previous three years.

"Accredited MIPA is a badge of excellence in our industry. Our comprehensive programme of learning and development offers a path to five stars for everyone, no matter your area of expertise or level of experience."

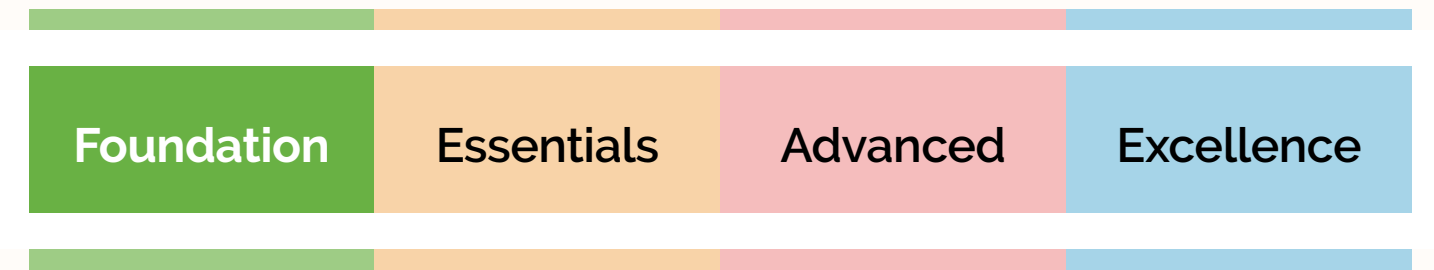
Louise Hinchliffe, IPA Director of Professional Development

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MIPA qualification and course information

Foundation level



Foundation Certificate

Designed for individuals new to an advertising, marketing or communications role, from recent graduates in their first year, to apprentices just starting out, or those entering the industry from another profession. This course is divided into seven online modules designed to take candidates on a learning journey through the entire brand communications process.

Format	Virtual
MIPA stars	2
Learning time	30 hours
Exam/assessment	2 hour virtual exam
IPA members	£275 plus VAT
Non-members	£550 plus VAT

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MIPA qualification and course information

Essentials level



Ad Net Zero Essentials Certificate

Designed to help those in the advertising and marketing services industries understand the climate crisis and the actions to achieve net zero emissions from the development, production, and media placement of advertising by 2030.

Approximately ten hours of learning culminating in a virtual 30-minute multiple choice exam.

Format	Virtual
MIPA stars	1
Learning time	10 hours
Exam/assessment	30 minutes multiple choice virtual exam
IPA members	£60 plus VAT
Non-members	£120 plus VAT

Behavioural Economics Essentials Course

This one-day workshop gives an introduction to the field of behavioural science as it applies to advertising. It's a fantastic day for anyone who wants to understand better the drivers behind decision making and apply that knowledge to their work and life.

Format	Classroom or virtual
MIPA stars	1
Learning time	8 hours
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

Brand Building Essentials Course

This one day course teaches junior practitioners to think more purposefully about how communication and advertising works. By reviewing the philosophies, models of thinking and methodologies of the past, students will be encouraged to reflect on how those schools of thought can be applied or evolved to maximise the digitised future.

Format	Classroom
MIPA stars	1
Learning time	8 hours
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

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MIPA qualification and course information

Essentials level



Commercial Essentials Certificate

This qualification is suitable for anyone who wants to raise their commercial nous and get a better basic understanding of the commercial factors influencing agencies and clients and how their own agency's business works.

Approximately eight hours of learning, candidates must pass seven modules, two self-tests and pass the virtual exam.

Format	Virtual
MIPA stars	1
Learning time	8 hours
Exam/assessment	30 minutes virtual exam
IPA members	Free
Non-members	£250 plus VAT

Digital Performance Essentials Certificate

Designed for newcomers who may be in the first year at a digital agency or in a specialist department. It's also ideal for more experienced individuals who want to add digital to their existing skillset. Ten hours of online learning is split into five modules covering five key disciplines; account management and planning, paid search, display advertising, SEO and affiliate marketing.

Format	Virtual
MIPA stars	2
Learning time	10 hours
Exam/assessment	70 minutes virtual exam
IPA members	£270 plus VAT
Non-members	£550 plus VAT

Diversity and Inclusion Essentials Certificate

An essential qualification for everybody within the advertising, media or marketing industry. Each of the nine modules take an in-depth look at a workplace diversity and inclusion metric. At the end of each module you will receive clear actionable tips and guidelines, whether you are in that group or want to be an active ally for that group.

Format	Virtual
MIPA stars	1
Learning time	10 hours
Exam/assessment	Multiple choice exam for each module
IPA members	£60 plus VAT
Non-members	£120 plus VAT

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MIPA qualification and course information

Essentials level



Effectiveness Essentials Certificate

Primarily aimed at entry-level advertising practitioners in agency and client businesses. But anyone at any level from any department would benefit from the overview of the key thinking, knowledge and practices of effectiveness that Effectiveness Essentials offers.

Make better, more informed, more strategic decisions in your role and empower yourself to work more collaboratively, efficiently and effectively.

Format	Virtual
MIPA stars	1
Learning time	10 hours
Exam/assessment	30 minutes virtual exam
IPA members	Free
Non-members	£250 plus VAT

LegRegs Essentials Certificate

A qualification applicable to everyone, but especially those working with clients or for those with specialist disciplines with their own legal and regulatory aspects. Gain an understanding of copyright, defamation, consumer protection and more with content provided by top ranking law firm, Lewis Silkin.

Format	Virtual
MIPA stars	1
Learning time	10 hours
Exam/assessment	30 minutes virtual exam
IPA members	Free
Non-members	£250 plus VAT

Media Research Essentials Certificate

Designed to provide the core media research knowledge and skills that anyone working within the media industry should have to thrive in their career. Primarily aimed at junior members of media and communications industries, or career switchers.

Format	Virtual
MIPA stars	2
Learning time	20 hours
Exam/assessment	60 minutes virtual exam
IPA members	£250 plus VAT
Non-members	£500 plus VAT

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MIPA qualification and course information

Essentials level



Production Essentials Certificate

This qualification is for production assistants and junior producers to help prepare them for the challenges ahead as producers of the future. The course will take delegates through the processes for all types of production, from traditional commercials, online content, stills, non-traditional media and producing in-house productions.

Format	Classroom
MIPA stars	3
Learning time	8 days
Exam/assessment	Presentation and exam
IPA members	£2,750 plus VAT
Non-members	£5,500 plus VAT

Production Lite Essentials Course

This one day course is designed for people from all departments, who need to understand more about the procedures, administration, insurance and legal issues surrounding the planning, production and delivery of filmed material.

Format	Classroom or virtual
MIPA stars	1
Learning time	8 hours
Exam/assessment	30 minutes multiple choice virtual exam
IPA members	£500 plus VAT
Non-members	£750 plus VAT

Strategy Bootcamp Essentials Course

This one day course is aimed at anyone who needs to understand and talk about strategy and planning. Delegates will gain an understanding of what strategy really is, with a simple set of tools that can be used to get to a great strategy on anything across all media channels.

Format	Classroom or virtual
MIPA stars	1
Learning time	8 hours
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

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MIPA qualification and course information

Advanced level



Advanced Business Acumen Course

This is a full day interactive workshop taught across six modules to deepen the understanding of client businesses. From finding out what drives their decisions to spotting business opportunities; from proving an agency's value to clients, to understanding what their shareholders want. Delegates will learn to think how a client thinks and use the knowledge to identify business growth opportunities.

Format	Classroom or virtual
MIPA stars	1
Learning time	8 hours
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

Advanced Certificate in Communications Planning

Designed to help employees who are involved in developing and planning communication strategies for clients and brands. Over seven months, in 45 hours of online learning, across five modules, you'll gain a solid grounding in media communications and channel planning through practical and recent case studies.

After each module, there will be an assessment. These assessments will take the form of either coursework or a multiple choice exam. The scores from each assessment contribute equally toward the candidate's final qualification grade.

Format	Virtual
MIPA stars	4
Learning time	45 hours
Exam/assessment	Assessed on each of the 5 modules
IPA members	£1000 plus VAT
Non-members	£2000 plus VAT

Advanced Certificate in Effectiveness

Primarily aimed at mid-level planners, account handlers and brand managers, this certificate offers a solid grounding in understanding and measuring advertising effectiveness. Learn about objective setting, designing a multi-platform campaign measurement programme and earn the confidence to write an effectiveness paper to showcase your success.

Format	Virtual
MIPA stars	3
Learning time	35 hours
Exam/assessment	2 hour virtual exam
IPA members	£450 plus VAT
Non-members	£900 plus VAT

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MIPA qualification and course information

Advanced level



Advanced Certificate in Marketing Technology (delivered by LXA)

IPA members can claim up to 35% on the Advanced Certificate in Marketing Technology (Martech) delivered by LXA, which has been designed to provide you with a holistic overview of the what, why, and how of martech. It will help you uncover valuable insight around auditing your martech maturity and developing your marketing tech strategy with impact.

Format	Virtual
MIPA stars	1
Learning time	18 hours
Exam/assessment	Project work
IPA members	From £646.75 plus VAT
Non-members	From £995 plus VAT

Advanced Effective Storytelling Course

For anyone who wants to write memorable and persuasive content for colleagues, clients, pitches and new business prospects. This course gives participants the techniques, skills and knowledge to become a more powerful and effective storyteller.

Format	Classroom
MIPA stars	1
Learning time	8 hours
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

Advanced Leadership & Delegation Course

A one-day course aimed at anyone who has been told to 'demonstrate leadership' and who would like to do so. Delegates are required to complete pre-work, have access to an online portal and submit a final assignment.

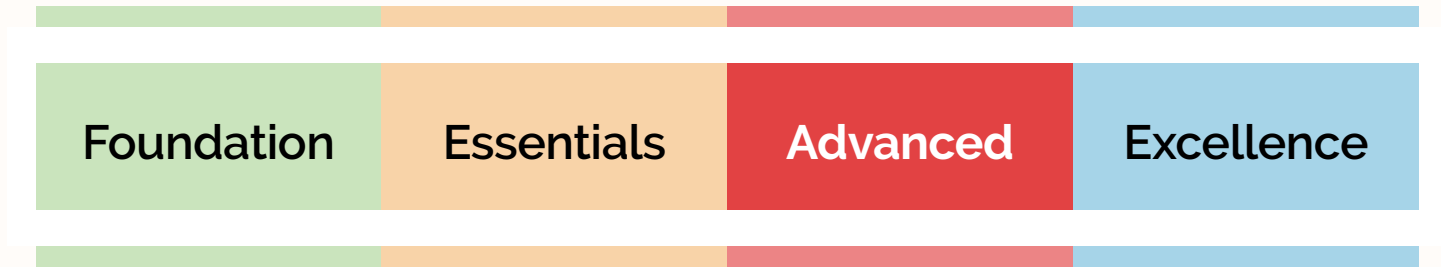
Format	Classroom or virtual
MIPA stars	1
Learning time	8 hours
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

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MIPA qualification and course information

Advanced level



Advanced New Business Course

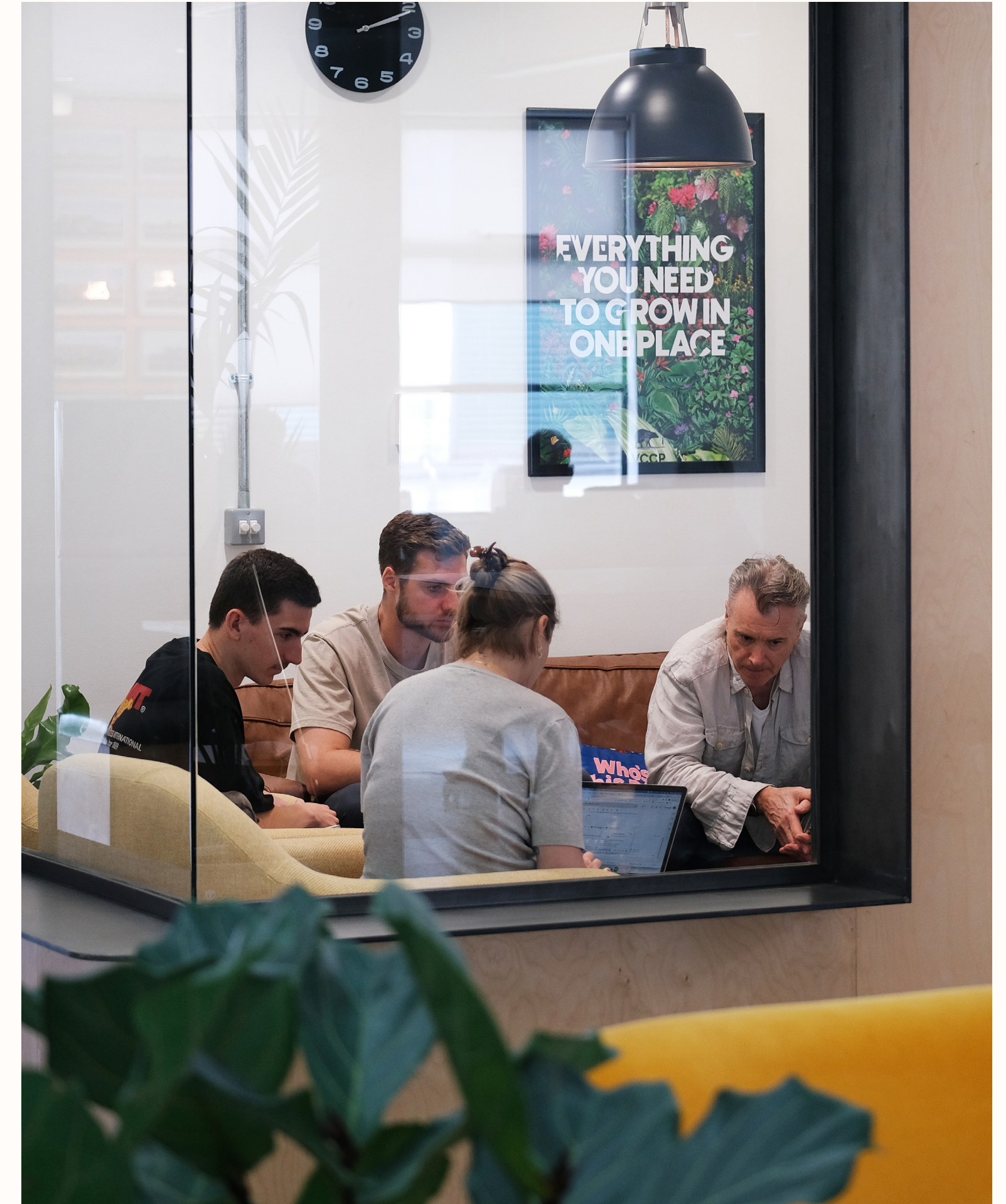
This course will provide delegates with everything they need to help drive greater growth for their agency, and has been designed for those with four-plus years in a new business role who are looking to unlock what it takes to progress to a leadership position.

Format	Virtual
MIPA stars	1
Learning time	8 x weekly sessions
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT

Advanced Strategic Effectiveness Course

This course will introduce participants to the key facets of embedding effectiveness into how they develop strategy and creative solutions, the concepts of how to relate upstream commercial value to downstream creative activity, and the tools and techniques needed to set up an effectiveness process for their business.

Format	Classroom
MIPA stars	1
Learning time	8 hours
Exam/assessment	Essay based assignment
IPA members	£500 plus VAT
Non-members	£750 plus VAT



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MIPA qualification and course information

Excellence level



Excellence Diploma in Brands

The IPA Excellence Diploma has long been the gold standard for critical thinking and advertising innovation.

It is a qualification for intelligent strategic thinkers from all advertising disciplines, possibly already in a leadership position, or with a desire to lead within their own agency or set up their own brand or business.

Moving away from solely long-form assignments, the redesign will see candidates challenged over one year with imaginative coursework, from writing both short and long-form assignments and editorial pieces, participating in high intensity sprint pitches to delivering public presentations.

Format	Three separate 3-day modules
MIPA stars	5
Learning time	100 hours
Exam/assessment	Multiple methods of assessment
IPA members	£3500 plus VAT
Non-members	£7000 plus VAT

Excellence Diploma in Leadership

The ten-part Leadership Programme is for senior people in communications from across the spectrum of marketing disciplines. It focuses on skills central to running an agency's business, and draws on the knowledge and experience of leading figures from all parts of the industry. Each session will contribute to the bundle of skills that go into making strong leadership.

Format	Weekly in person sessions
MIPA stars	3
Learning time	20 hours
Exam/assessment	Essay based assignment
IPA members	£1100 plus VAT
Non-members	£2200 plus VAT

Excellence in Business (delivered by LSE)

IPA members can claim up to 15% discount on the IPA Excellence in Business - MBA Essentials online certificate course, delivered by LSE. The course will deepen their knowledge of the core pillars of business: strategy, finance, and people, guided by thought leaders and LSE experts.

Format	Virtual
MIPA stars	4
Learning time	95 hours
Exam/assessment	A series of virtual assignments
IPA members	£2720 plus VAT
Non-members	£3200 plus VAT

For all enquiries about IPA's MIPA accredited courses and qualifications, please contact learning@ipa.co.uk

More detailed information on each course and qualification can be found on ipa.co.uk/courses-qualifications

Short-form courses

We also run a range of short-form courses that contribute to CPD hours and help nurture people's skills to keep up with the changing market.

Advanced Application of AI in Advertising Course

For anyone who may have explored AI tools but desires a more strategic view on how they can understand the value that AI can bring to their roles and their clients.

Format	Classroom or virtual
Learning time	8 hours
IPA members	£375 plus VAT
Non-members	£560 plus VAT

Account Handling Essentials Course

The agency must teach the technicalities of the role and in particular, the specifics of their processes. This course will augment that basic training by sharing the behaviours, mindsets and attitudes that are core to building a successful career in advertising. This is for more junior members of the Account Handling Team.

Format	Classroom or virtual
Learning time	8 hours
IPA members	£375 plus VAT
Non-members	£560 plus VAT

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More detailed information on each course and qualification can be found on ipa.co.uk/courses-qualifications

Short-form courses

Client Relationship Essentials Course

Maintaining a good relationship with your client is crucial in the advertising business. This course delves into the nature of the relationship and gives you the tools you need to build a strong partnership with your client. This course is aimed at account executives, account managers and account directors in any type of communication-orientated agency including; advertising, CRM, digital, social media, PR or promotional.

Format	Classroom or virtual
Learning time	4 hours
IPA members	£175 plus VAT
Non-members	£262.50 plus VAT

Commercial Negotiation Skills Essentials Course

This course is aimed at people with some negotiation experience who want to improve their game. It provides a robust yet flexible framework and a checklist of how to prepare effectively, helping attendees to feel and appear more confident in the face of more challenging negotiations.

Format	Classroom or virtual
Learning time	8 hours
IPA members	£375 plus VAT
Non-members	£560 plus VAT

Creative Brief Writing Essentials Course

The course is very practical and all based on real-life, up-to-date experience in writing briefs, briefing teams and making great work. This course is for anyone who engages with a creative brief: It's primarily aimed at brief-writers, so that could be anyone working in strategy/planning or account handling- many creatives have done it and found it useful. Industry newcomers are advised to wait until they're a year in to get the most out of it.

Format	Classroom or virtual
Learning time	8 hours
IPA members	£375 plus VAT
Non-members	£560 plus VAT

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Short-form courses

Excel Training Beginners/Beginners+ Course

The Beginners course is designed for those with very limited Excel knowledge, covering things such as common keyboard shortcuts, tables, lists and other basics that will help improve the functionality of your spreadsheet.

The Beginners+ course is for those with some excel knowledge but who want to start using more functionality such as pivot tables, basic IF statements, VLookups and HLookups.

Format	Virtual
Learning time	1 hour
IPA members	£50 plus VAT
Non-members	£75 plus VAT

Music Licensing Essentials Course

Understanding the basic principles and processes in music licensing for advertising can help manage production pressure for time schedules, budgets and more. This workshop is aimed at TV, integrated or content producers of all levels who want to strengthen their knowledge of this ever-evolving sector.

Format	Classroom
Learning time	2 hours
IPA members	£50 plus VAT
Non-members	£100 plus VAT

People Management Essentials Course

This course will help you develop the skills and confidence to get the best out of colleagues, clients and suppliers so that they will want to work with you and feel motivated to do their best for you. The course will cover leadership, listening and negotiating tactics. This course is for managers, employees joining a team for the first time or suppliers who would like to develop long-term relationships with their clients.

Format	Classroom or virtual
Learning time	8 hours
IPA members	£375 plus VAT
Non-members	£560 plus VAT

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Short-form courses

Pitching Skills Essentials Course

This course unlocks some of the secrets of successful pitching. We look at how to get the most out of every contact opportunity, how to create powerful content and how to deliver a winning performance.

Format	Classroom
Learning time	8 hours
IPA members	£375 plus VAT
Non-members	£560 plus VAT

Presentation Skills Essentials Course

This course turns people into confident and talented presenters, giving them the tools and training to bring about long-term improvements. Anyone can develop great presentation skills. This course is for anyone at any level who wants to improve their presentation skills: from those who dread presenting to those who'd like to go from being accomplished to outstanding.

Format	Classroom
Learning time	8 hours
IPA members	£375 plus VAT
Non-members	£560 plus VAT

Unconscious Bias Essentials Course

We all hold our own unconscious biases. It is nothing to be ashamed of, rather a product of the culture in which we have grown up. The thing is to make the unconscious conscious, we will look at where our own biases lie; addressing where they may be showing up as a barrier to the full inclusion of minority groups.

Format	Classroom or virtual
Learning time	8 hours
IPA members	£375 plus VAT
Non-members	£560 plus VAT

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Bespoke training

Our Professional Development team can help you plan a training programme to help meet your agency's business objectives and your team's career goals.

We work with trainers who are experts in their fields to offer a bespoke service for agencies around the UK. Courses can be run at your agency, and we'll work with you throughout the process to tailor the content to the specific level and needs of your attendees.



More detailed information about the IPA's bespoke training service can be found on ipa.co.uk/cpd-learning/bespoke-training/



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