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**IAB Global Summit**

# **Learning and Development**

October 2, 2014

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# IAB Certification Programs at a Glance

## Over 4,000 Candidates

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- 2,700 certificants since May 2012
  - Next testing window: Nov 1 – Nov 31
  - Eligibility requirement: 2+ years experience
  - *No training required*
  - Study guide, exam blueprint and practice exam available online
  - Credential is good for 2 years
- More than 400 certificants in 1<sup>st</sup> year
  - Covers all areas of ad ops and tech
  - Next testing window: Oct 1 – Oct 30
  - Eligibility requirement: 2+ years experience
  - *No training required*
  - Study guide, exam blueprint and practice exam available online

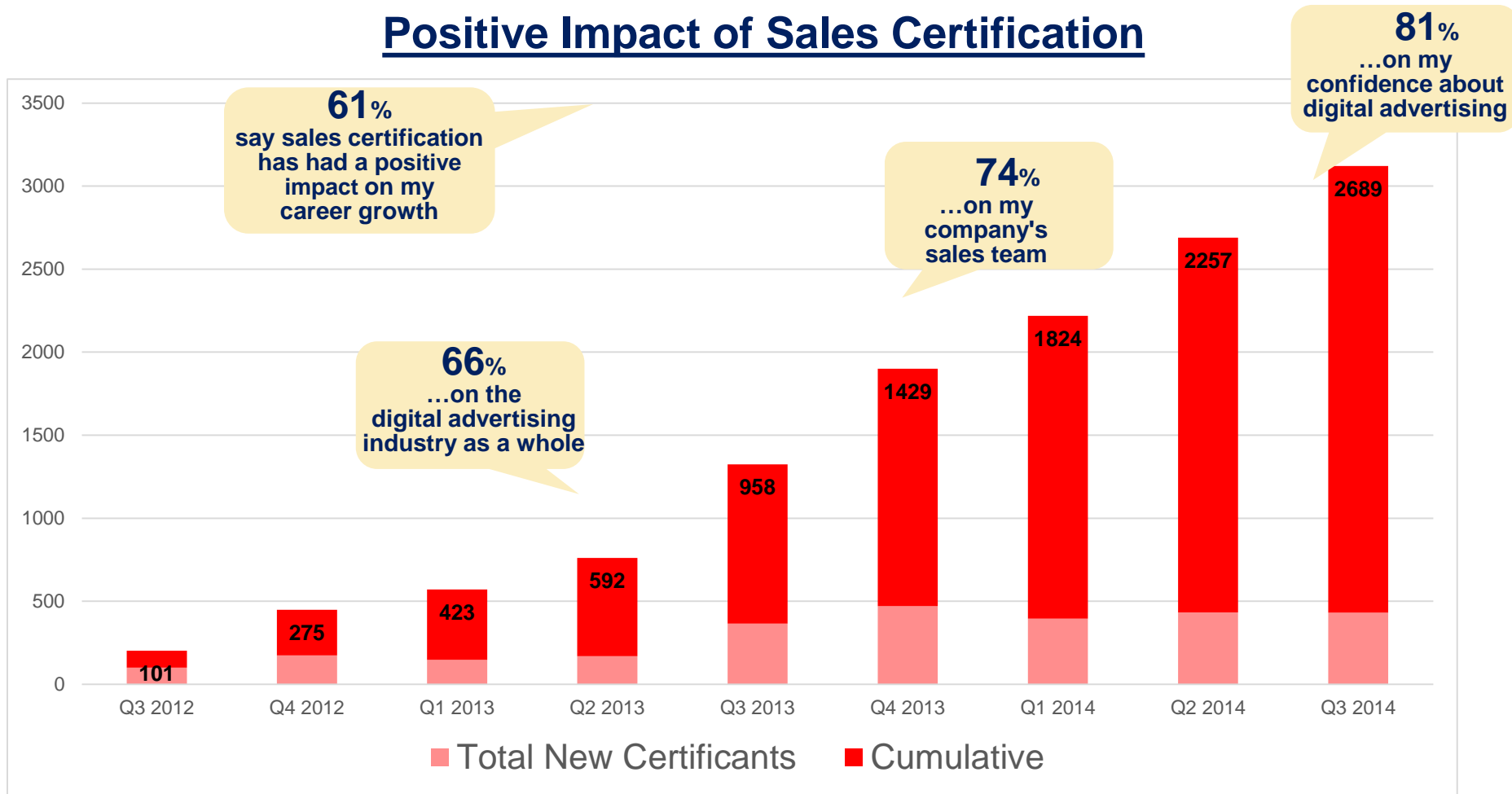


**For 2015: Data Certification and Media Buyer/Planner Certification**

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# Certification Grows Industry Knowledge and Confidence

## Positive Impact of Sales Certification



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# International Certification

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- **Global Policy questions no longer US-centric**
- **Next Job/Task Analysis will invite international participation**
- **Ad Ops Certification revenue share now available: \$250 is the baseline price**
- **Sales Certification revenue share: \$150**
- **New invoice and payment process**
- **Each IAB gets two free seats per exam**
  - DMSCIABXXX / DAOCIABXXX (Country Code)
  - Contact Lauren Freeman ([lauren.freeman@iab.net](mailto:lauren.freeman@iab.net)) for details

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# Learning Programs

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- ***Certification Preparation: Train-the-trainer Program:***
  - Member company provides qualified internal trainer(s)
  - Trainer goes through training
  - Certification commitment is required
- ***Fundamentals of Digital Advertising: Two-day introductory class on display, mobile, video, social, search and the digital ecosystem***
- **IAB University**
  - Encourage Peer-to-peer knowledge-sharing

**How can we help you with your programs?**

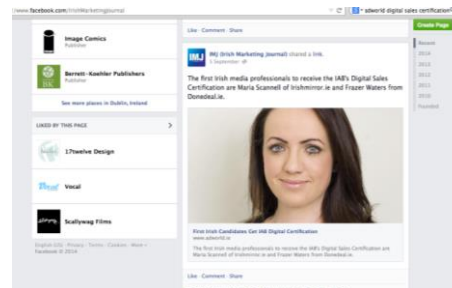
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# SUCCESS STORY: Collaboration Works!

## IAB GLOBAL WORLD CUP STUDY



## IAB DIGITAL SALES CERTIFICATION



# THREE KEY ISSUES

## **1) METRICS:**

*IAB's role in leading each national market in the rollout of global metrics, viewable impressions, GRPS...*

*Difficulty of smaller market seeking rollout of latest global measurement of mobile/video/VM from global digital measurement companies*

## **2) POLICY:**

*Need for increased collaboration across EU to maximise advocacy in respect of Policy outreach such as the Data Protection Regulation*

## **3) TRAINING**

*Collaboration across marketing of IAB Training Certs to grow national uptake of offerings*



# Training in IAB UK

## What's working:

- The workshop programme developed with the IAB councils and internal staff
  - Provides a deep dive into a specific topic, gives members a chance to share their expertise. An unique In-house initiative so keenly priced
- IAB UK looks forward to launching the Sales and Ad Ops Certification programmes in early 2015

## Challenges:

- Open course programme – regarded as expensive. We now only focus on core courses and work directly with trainers who produce content and deliver
- The IAB Events programme, mostly free of charge and educational. Member expectation that training should also be free
- A plethora of “free“ education now in the market by various providers





# Training

IAB Canada

**Oct 2, 2014**

# Breadth of courses

- Courses –in person
- Courses – online
- Custom training
- 2 global certifications
  
- Revenue stream approx \$200k to the bottom line
- Trained over 4800 people

# Courses – in person

- SEO
- Social
- Paid search
- Paid search +
- Programmatic
- Integrated Digital Marketing
- Digital media sales (2 day)

# Courses - online

- Integrated digital marketing
- Introduction to online media buying
  
- Moving to new LMS platform



# Custom training

- 1 or 2 day
- Publishers, marketers or agencies

# Certifications

- Digital ad ops certification
- Digital media sales certification
  
- Great start in 2013
- Much slower in 2014

# IAB Australia



## Training

- Discontinued TKE contract & established a partnership with local trainers end 2013
- Key Focus: Programmatic Trading, Mobile Marketing , Social Advertising, Ad Operations, Digital Media Sales, Digital Fundamentals
- AD News (Trade Publication) training partnership to be rolled out in 2015
- Growing demand for in-house training programmes

## Certification

- Certification programme launched in April 2014
- Board members committed to full team certification
- Graduation ceremony to be held at upcoming Ad ops conference

IAB Global Summit:

# PREPARING TOMORROW'S WORKFORCE

- Miranda Dimopoulos, Executive Director IAB SEA, SG Chapter

@IABSG @rhymewithpanda







# IAB SEA, Singapore Chapter Professional Development

## 2014 Committees, Events and Training

- Launched 7 specialised Committees to support the needs of our 143% Membership growth
- Launched IAB Training Session Series; Monthly Training in collaboration with Committees: 300+ people trained over 7 sessions to date with an average feedback score of 4.3/5
- 9 sessions by end of 2014 with estimated 450+ people trained
- Attendance of EBBs & FYI = 250 attendees
- IAB hosted panels at global conferences include: Agency CEOs discussing the role of agencies in entertainment, Future of Content, Innovate or Die



# IAB SEA, Singapore Chapter Professional Development

## 2014 Content, Research and Standards developed to date

- AdTech Lumascape in SEA
- Introduction to Video Advertising film
- Innovation white paper
- State of Video in SEA study
- IAB/IDA/comScore Admetrix research
- Submission to IAB Global Mobile Anthology
- New [www.iab.sg](http://www.iab.sg) website with Research portal



## IAB SG EDUCATION 2015

- Launch of IAB certification training
- Collaborating with SG Government on CXO and intern training programmes
- IAB State of Digital in Asia research report
- IAB State of Digital Spend in SEA research report
- Social Strategy to promote and distribute all IAB Content



**iab** brasil

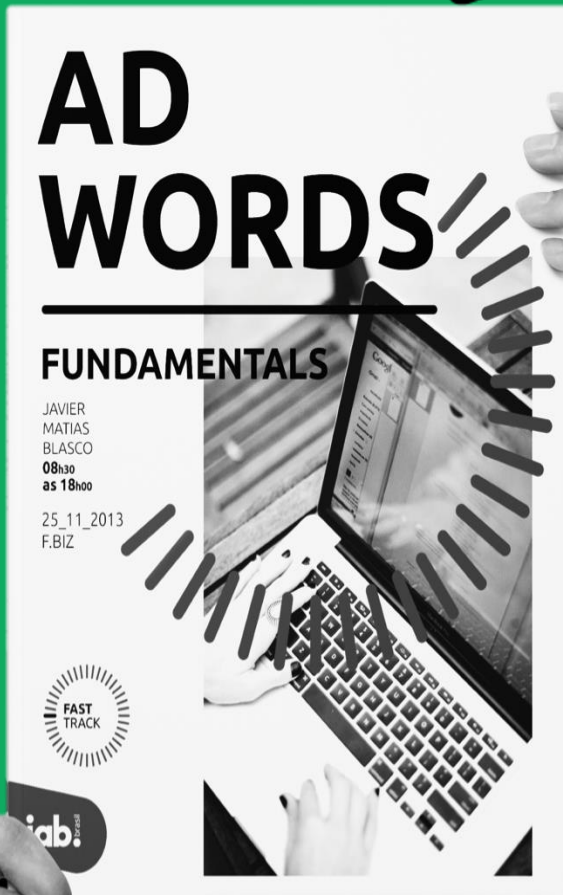
**\_CONTENT**

**\_EDUCATION**

**\_EVENTS**

# EDU\_ CA\_ TION

 Fast Track  In Company  E-learning



# EDU\_ CA\_ TION

PRESENT

## PLANNING AND MANAGEMENT OF ONLINE MEDIA

planning, buying and  
management of online  
media are complex activities

## SALE OF ADVERTISING IN DIGITAL MEDIA

strategic aspects and tactical

## SOCIAL MEDIA ADS



16h



8h



8h

EDU\_  
CA\_  
TION

DISTANCE



Metrics bulletin



Audience data analysis



Programmatic  
media buying



# EDU\_ CA\_ TION

DISTANCE



**High impact** digital strategy



How to use social media **for business**



Mobile Marketing **in practice**



SEO: search engine optimization in a **simple way**



**Media Digital:** from sponsored link to display



Digital Analytics **uncomplicated**



Electronic commerce: how to have a **success on-line store**

#Do you want to know all about Digital Marketing?

Learn with the experts.  
**os cabeças.**



\* The best teachers

\* Full program of courses

\* Classes when and where you need





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