



IAB Latam Training and Digital Media Sales Certification

Olga Britto

Opportunities and Challenges

What is being done:

Different programs have been offered in Latam:

- ↖ **Diplomas (offered between IAB and universities)**
- ↖ **In house tailored made courses**
- ↖ **Digital/Innovations days**
- ↖ **Webinars**
- ↖ **Annual Conference**
- ↖ **DMSC**

Challenges

1. DMSC

- ↖ Translation of all material.
- ↖ The USD exchange has raised against latam currency, breaking historical records.
- ↖ Implementation of a pre-test course.
- ↖ Development of a strategy that helps show the market the importance of the certification. It has not been considered so relevant.

Challenges

2. Educational programs:

- ↖ Gap of knowledge between professionals.
- ↖ Academy far from the market needs.
- ↖ Need of more and better teachers each time
- ↖ Marketers and other industry actors with their mind closed towards learning because it means to go out from their comfort zone.
- ↖ Update of the content of the academic programs
- ↖ So difficult to go in education at the same speed as the industry goes.
- ↖ Need to implement online programs that help us reach more professionals in different regions of our countries. If not, it could be so difficult to “digitalize” the industrie.

Challenges

- ↖ **Each time there are more competitors (online/ offline and cost free academic programs)**
- ↖ **Lack of theoretical knowledge, especially strategic.**
- ↖ **The vast majority of professionals design their digital marketing plans based on tools such as Google and Facebook. We need to develop a strategic thinking and deep knowledge of consumers and their constant changes in consumption habits. It is also necessary to understand each digital initiative goals to use the correct evaluation metrics.**
- ↖ **We also see that the market need to get into the programmatic media, adblocks and viewability issues, to understand how the chain works and how to combat fraud and other problems.**

Opportunities

- ↪ **Development of online education to reach more people.**
- ↪ **Standardization on educational programs that could be shared by region and minimizing the amount of investment by country.**
- ↪ **Offer programs that show not only the strategic vision of the industrie, but also the tactics and different tools that co-exist in the market.**

Thank You

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The History & Legacy of Apartheid



Lack of educational opportunities for an overwhelming majority of South Africans

This was a watershed moment for South Africa

Ending discrimination against exclusion

Reverse the legacy of such discrimination

The Birth of the Rainbow Nation



**The emergence of the Black Economic Empowerment:
Employment Equity Act**

**Peaceful transition which gave birth
to the rainbow nation**

**“To overcome the legacy of
inequality and injustice created by
colonialism and apartheid in a swift
and principled way”**

To redress the inequalities of the past

**Take positive or affirmative measures
to attract, develop and retain
individuals from previously
disadvantaged groups**

The Marketing, Advertising & Communications Sector



Many voluntary redress initiatives were undertaken in the private sector

The final B-BBEE Code for the MAC sector was gazetted on 01st of April

The requirement under the Ownership element for the economic interest of black people in the business, to increase from 30% to 40%

Achieve and maintain favourable B-BBEE levels

IAB SA was recently invited to nominate two people to join the MAC Sector Code Council

Transformation Council launch and challenge to our industry to embrace diversity



Ensure that true transformation is taking place within the digital industry
Recruitment, staff retention, work environment and career development
Drive an industry-wide agenda for the promotion of transformation in digital

Giving career opportunities to previously and economically disadvantaged youth

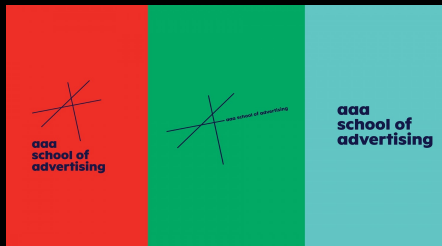
The Transformation council is key in our market

Benchmarking on behalf of the industry

Gauging the implementation of the Transformation strategy for our members

Create an industry scorecard to form inputs to mitigation of the MAC Sector Code

IAB Education Council Partnerships & Enterprise Development



Created the first set of course curriculum for the AAA School of Advertising
Train a million Africans in digital by March 2017
Influence continuing development via Professional Bodies and Associations
Education providers who offer digital in their curriculum
Industry body supported and partly managed private higher education institute
2017 and beyond

IAB Education Council Partnerships & Enterprise Development



“Technology hubs” and “incubators”

Tshimologong Precinct

“The place of new beginnings”

50% of SA youth are unemployed

60% of the world’s fastest growing economies are in Africa

Africa’s hope for the future

Channel the youth of Africa

Digital technology is set to become the dominant technology

Leading developer and innovator of digital technology

#FeesMustFall



In response to the announcement of a proposed 10.5% increase in fees

National shut down of most SA universities

The protest generated over 1.5 million tweets

No increase in university fees for 2016

Victory for the protest, for education and for digital

Affordable access to higher education

2016 & Beyond



**Reduce South Africa's
unemployment**

Fill the talent gap in digital

**Meeting the employment
target of 5 million jobs by
2020**

**“Education is the most powerful weapon that can be used
to change the world”**

Nelson Rolihlahla Mandela

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south africa



Developing Human Capital & Ensuring Excellence in Digital Media Delivery

Creating Powerful Digital Leadership in Canada



Our Core IAB Canada Pillars



Training

IAB Canada is committed to securing prepared talent for the industry. Our programs range from beginner to advanced and our curriculums are current current, hands-on and interactive.



Networking

IAB Canada connects thousands of individual members through its network. From committees and councils to iconic industry events, IAB Canada is the online industry's go-to association to get connected.



Insights

IAB Canada conducts and curates valuable Canadian research and distributes it to its members and community. We partner with industry leaders to design highly relevant Canadian studies.



Advocacy

IAB Canada's history is rooted in driving self-governance for the online advertising industry. IAB Canada stands strong as the industry voice for all policy related issues including PIPEDA, CASL and issues related to securing the supply chain.

Fundamental Shift in Event Planning – *as Education*

Unpacking Real Life Issues in the Digital Landscape



- Currency of Talent
- The Age of Content
- Ad Blocking
- Virtual Reality & Augmented Reality
- Tackling Fraud

What we Unpacked at Business of Digital – *Currency of Talent*

Partners in Education – Program Priorities

- Cost of training has increased with sophistication of digital media
- On the buy-side, costs are 100% absorbed by agencies in a climate of downward pressure on CPMs and recently, on shifts in compensation models
- Publishers, ad tech and marketers are also affected
- This “cost” is having an impact on the value chain
 - Once the cost is articulated, the industry responds

Generated Awareness

Wall Street Journal + Narcos = COCAINENOMICS THE INSIDE STORY

MARKETING RESOURCES EVENTS MAGAZINE MKTSTV CARD JOBZONE

BRANDS ADVERTISING CONSUMER MEDIA TECH CANNES SUBSCRIBE FOLLOW

WE MUST FIGHT MEDIA'S EDUCATION GAP (COLUMN)

IAB's Sonia Carreno: Client and agency dollars at risk without better training
SONIA CARRENO | AUGUST 18, 2015

There has always been a gap between the skills academia teaches and the "real world" demands of the media industry. But when the IAB kicked off its Seminar Series in July, the issue of talent training and retention quickly emerged as a major, growing concern as client demands push this gap wider than ever before. And the risk to advertisers is increasing.

At our first seminar, Veronica Holmes, president of digital at ZenithOptimedia, laid out the huge struggle that the media industry faces with new talent: a lack of technical know-how and critical thinking. Holmes hit the nail on the head when she said that clients now require real-time data expertise that juniors lack coming out of school.

"[Agencies] train, but in the lean agency organization, it takes a toll on our resources. We are starting to look for talent beyond the traditional media background, looking for talent that already has the critical thinking skills," Holmes explained.

One of the biggest draws to the digital industry is its promise of a fast-paced, well-paid and, for the most part, automated work experience. While all this remains mostly true, the truth is that digital media planning, buying and selling has become increasingly similar to financial planning and trading. It is a complex, real-time, micro-decision-making process that requires strategic thinking, analytical aptitude and technical proficiency across a wide range of platforms.

Real dollars are being spent in the blink of an eye and junior talent is under a lot of pressure to spend wisely without the experience to make the right decisions.

So, getting juniors up to speed falls squarely on the shoulders of the media agencies. They train new hires to use dashboards, follow processes and, increasingly, to do strategic thinking. This training represents a major growing investment to media agencies. With the proliferation of newer and more sophisticated ad tech and bigger budgets in this space, the costs have soared.

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MARKETING MAKE SMARTER DECISIONS
CMO profiles
Vertical strategies
Canadian case studies
SIGN UP FOR OUR WEEKLY NEWSLETTER

UPCOMING EVENTS
Wall Street Journal + Narcos = COCAINENOMICS THE INSIDE STORY

MARKETING Live
THE STORY BEGINS

Learning:

- ✓ Calls from member and non-member education institutions to explore "partnerships"
- ✓ Stimulated pop-up schools
- ✓ Tipped-off conversations about rising costs of media in the face of transparency

IAB Canada Took Action

New Hands-On Courses

NEW Data to Insights Course – Toronto

November 5, 2015 @ 9:00 am - 5:00 pm

« Publisher Council

Search Engine Optimization (SEO) Course – Toronto »

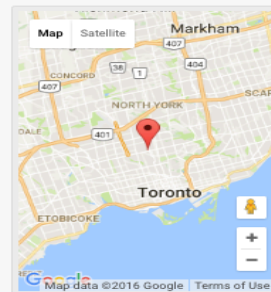
+ GOOGLE CALENDAR + ICAL EXPORT

Details

Date: November 5, 2015
Time: 9:00 am - 5:00 pm
Event Category: Courses

Venue

Eglinton Grand
400 Eglinton Ave. West
Toronto, Ontario Canada + [Google Map](#)



Learning:

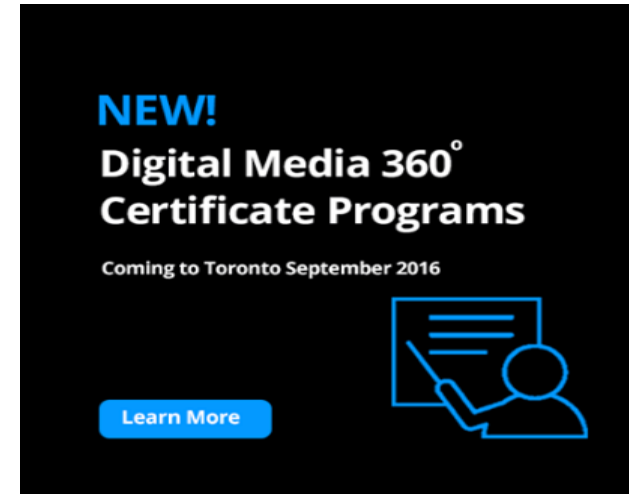
- ✓ Sponsored education can work – to a limit
- ✓ Drove vendors to increase their training efforts – coincidentally and as a result of IAB
- ✓ Execution is key – the design of program to follow-through

2016/2017 Pilot – 360° Certification Programs

Complete Training

- Platform agnostic – Broader spectrum
- Taught by industry experts
- Hands-on training
- Smaller groups
- 3-4 months
- MBA type case at end of program

Social Media Marketing 360° Certificate
Paid Search Marketing 360° Certificate

A black rectangular advertisement with white and blue text and graphics. The text reads: "NEW! Digital Media 360° Certificate Programs" in large white font, followed by "Coming to Toronto September 2016" in smaller white font. At the bottom left is a blue rounded rectangle with the text "Learn More" in white. At the bottom right is a white line-art icon of a person pointing at a screen with a list on it.

NEW!
**Digital Media 360°
Certificate Programs**

Coming to Toronto September 2016

[Learn More](#)

Major College & University Education Partnerships

Partners in Education – Program Priorities

- Standardized education to reduce the gap between post-secondary education and trade reality
- Keep students and faculty informed on critical industry issues and developments
- Aid in progressive curriculum development
- Provide resources to enhance education including research, access to leadership circles and selected event discounts
- Ensure platform-agnostic training across the industry

Major College & University Education Partnerships

Partners in Education

- Annual review of program curriculum by IAB Education Committee (specialized to subject matter)
- IAB Canada to provide important industry issue updates including but not limited to privacy, fraud, ad blocking etc.
- Prominent partner logo/mention on IAB Canada's Education website at re-launch Q4 2016
- Access to Knowledge Centre research to include in course curriculum
- Discount on selected events and courses (subject to appropriate content)
- IAB discount to applicable global certification exams and access to pre-training at a deep discount
- With IAB Canada approval, partners are able to leverage IAB acknowledgement to students and prospects in the following ways: "supported by IAB Canada", "recognized by IAB Canada", "partners of IAB Canada"

IAB Canada

First Partnership Announced Week of September 25th

Sheridan | Faculty of Continuing
and Professional Studies

More in the Pipeline...

What's Next?

Powerful Digital Leadership

Upcoming Initiatives for IAB Canada Education

Education baked in Across all Pillars, Membership Value & Identity

- Blowing out the 360° Certification programs
- Exploration of Certification Programs for the Canadian Marketplace in concert with Education Partners Program
- Executive Training Programs – one currently in place
- Start-up Training
- Events/Seminar Series expansion

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