

Education 2020 – How to Build a National Training Business

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GLOBAL SUMMIT 2017

Competence certification – the game changer

Education 2020 – How to Build a National Training Business

Wlodek Schmidt

DIMAQ[®]

Digital Marketing Qualification

What is DIMAQ ?

Industry standard that:

- ✓ **defines the necessary level of knowledge**
- ✓ **verifies the knowledge**
- ✓ **enables verification and comparison of qualification**
- ✓ **creates opportunities for online specialists to continuously improve their skills**

What is DIMAQ ?

We verify the skills – we don't focus on learning proces itself

DIMAQ is a certification programme

Background – Training and Education

- ✓ for many years IAB Poland carried out educational activities – cooperation with universities, trainings for companies
- ✓ looking for an effective way to educate in the area of digital marketing on a massive scale, especially the marketers
- ✓ looking for effective way to boost continuous improvement of skills

Background – European vs. US education systems

- ✓ **We considered implementation of IAB US certification as a high-quality program**
- ✓ **US system vs. EU system:**
 - **Differences: market maturity, legal issues, specific local regulations**
 - **IAB US Certificates are addressed for narrow specializations, i.e. Media Sales, Ad Operations and requires basic experience**
 - **EU system of education is based on EQF and learning outcomes**
- ✓ **Implementation of US certification required large modification**

Background – Market needs

- 1. How to verify and compare the competence of employees for online marketing business?**
- 2. How to choose a reliable business partner in the area of digital marketing services?**
- 3. How to motivate digital marketing employees to educate themselves?**

Impact

- ✓ **Stimulation of industry to the digital expansion/consolidation of its competence in this field in a self-study or educational training, postgraduate studies and professional conferences**
- ✓ **Creation of a uniform standard used in HR processes (both in terms of recruiting and growing careers)**
- ✓ **Boosting industry longlife education needs**
- ✓ **Unification of the professional language**
- ✓ **Increase the professionalization and competence level**

Business development driver

- ✓ **Increase of training activity**
 - Employers want their teams to be certified
 - Prior to this – they require trainings
- ✓ **Expanded training offer with various schemes and models**
- ✓ **Certification arranges all types of IAB activity (members engagement, publications, events, co-operation with universities)**

Recertification

- ✓ **Certificate is valid for 2 years**
- ✓ **2 ways of renewing: exam or recertification program**
- ✓ **During 2 years certificate holder collects points, taking part in a wide range of activities:**
 - **IAB working groups**
 - **Accredited trainings (external and internal)**
 - **Accredited conferences**
 - **Accredited studies**

Recertification - accreditation

- ✓ **IAB grants accreditation only to high ranked events**
- ✓ **Accreditation is granted after analyzing of the agenda, speakers, programming board and all the aspects making such an event valuable for the industry**
- ✓ **IAB determines number of recertification points (depending on the role in event)**
- ✓ **IAB communicates list of accredited events**

DIMAQ[®]

Digital Marketing Qualification

the game changer

Thank You

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Education in Latam, best practices, opportunities and challenges

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In the last couple of years, IAB Latam have implemented different kind of academic formats.

- Alliances and agreements with national universities to sponsor Digital Marketing programs. Those are programs offered by the universities to the market, and teachers and content is provided by IAB. In Colombia for example, we have programs in 6 different cities of the country not just in Bogotá.
- Corporate Training. Tailored made academic programs in an “in-house model”. Those courses have been taken by Agencies, Media, Publishers, advertisers.
- Digital Fundamentals Courses



In the last couple of years, IAB Latam have implemented different kind of academic formats.

- Non only agnostic education. Also we are promoting courses to teach how to use platforms and tools, and to certificate in them.
- Digital Days/innovation days/: which are seminars (4 to 8 hours a day), dedicated to just one subject such as programmatic, metrics/analytics, transparency/Brand safety, etc.
- Talks/webinars: spaces of 1 or 1 ½ hours, to present a subject in particular. Brasil and Colombia are facing great audiences by the implmentation of webinars and allow us to have around 4 or 5 a month.



In the last couple of years, IAB Latam have implemented different kind of academic formats.

- Elearning and virtual education with partners in some countries. Colombia has a partnership with an irish Company – Marketing Institute.
- Annual Conference: each country has its own congress, once a year , of one or two days, with keynote speakers, show cases, training, networking, etc. IABday in Colombia, IAB Conecta in México, IAB Now in Argentina, IAB Forum in Uruguay, and some more. Brazil has more than one during each year.



IAB Certifications



MEDIA SALES	AD OPERATIONS	MEDIA BUYING AND PLANNING	DATA SOLUTIONS
México : 17 Argentina: 3 Perú: 1 Chile: 2	Argentina: 2		

Big challenge for Latam!

Hits!

For some of the countries:

- +1,000 hours in Digital Marketing Programs
- +500 hours in Corporate Training
- +10 Digital Days during 2017
- +20 Talks and +40 Webinars
- + 2500 people learning

- Take advantage of a free space in the latam digital learning market, which made it possible to position the IAB as a leading institution in training.
- Connect with top local professionals who want to share their experience and know how in the name of IAB.
- Create a revenue stream for IAB (from 10 to 35% of the income per year).

Challenges and opportunities

Scalability of education:

- Expand the education operation to other capitals of each country.
- Act within companies to develop teams and solve business problems through scenario analysis, training programs and assessments
- Partnership with higher education institutions
- Paid Online learning

Challenges and opportunities

More quality and more/better teachers:

- Adapt to new learning habits and keep up to date with the digital trends.
- Maintain the relationship with current teachers and look for new ones that are prepared for the new digital trends.
- Face more competitors with learning programs in digital marketing/advertising, which could have not the same relevance as IAB, but maybe more resources and education is their only subject to be focused.

Challenges and opportunities

Certification challenges:

- Most Latam companies and professionals are unaware of the certification
- Latam companies see no benefit in hiring a certified professional
- Certification test performed in English can be a barrier to the latam market

Facing to 2020

- VR will transform the the way we learn. We are convinced that new teaching methods will be needed.
- Creating content, teaching methods, formats, will be a great challenge for us.
- In addition to the impact of the technology on teaching, we see an increase in the population's need to receive digital training. There is a consciousness that, in order to perform in today's markets, people must have a digital knowledge that universities, in their traditional programs, are not providing.



¡Thank you!
¡Muchas Gracias!

iab ● COLOMBIA



IAB Canada – Building out a National Education Program

Global Summit New York 2017

The Talent Gap – Taking Ownership

Powerful Digital Leadership

IAB Canada hosted a Business of Digital Event in 2015.

- Rapidly changing industry – Skills Gap
- Expensive talent required – margins not immediately supporting the shift
- Training onus on the buy-side
- Turn-over and retention difficult

Education Brief: Be *Useful*

Powerful Digital Leadership

Be Hands-On

Hands-on Learning

360 Social Media Course

- Theory and content strategy included
- Trained to proficiency by partners with vested interest in getting it right
- Unbiased exposure to all social media platforms
- One IAB Canada only pilot – now in partnership with Sheridan College

Be Timely

Workshops on Sensitive Issues

Brand Safety Training

- Top level curriculum on various definitions
- Guardrails
- Technical solutions
- Process and procedures
- Best practices

Be Relevant

Data Fundamentals

Understanding the use of data in marketing

- Fundamental training on the history of data
- Infusing policy training into the conversation
- Developing a fluid story line throughout the training to better connect with students – curriculum needs to have context

Be Relevant

C-Level Workshops

Exponential Business Training

- Get C-level executives to re-think their revenue models and operations given the rapid change in the media environment
- Partnership pilot
- Limited to media members – traditional media players
- Road map outcome

Be Relevant

Insight Training

Workshops

- Custom courses for buy side to help develop this critical skill set
- Pilot stage

Flexible Offerings

Powerful Digital Leadership

Custom Training Courses

Cross-Industry

- Custom curriculum
- Full day or two day courses
- All subject matters
- In some cases including partner speakers

Sponsored Training Courses

Sell Side to Buy Side

- Sponsors host class
- Any subject matter
- Speaking/hosting opportunity
- Invite only
- Great engagement
- Better than a swag

Re-wired Events

Seminar Style Events

- Business of Digital Series
 - Smaller events
 - One subject matter fully unpacked at a time
 - Research accompaniment through our barometer reports – great amplification and value for our members

All the Other Stuff...

Powerful Digital Leadership

Global Certification Programs

Global Standard

Globally recognized IAB certification was developed to drive higher standards in the online advertising markets. IAB Canada has trained hundreds of Canadian professionals to prepare for certification exams.



- IAB Canada offers training in preparation for the certification exam. Exams are taken locally through Pearson.

Thank you!

Powerful Digital Leadership

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