

ISBA

MEDIA FOUNDATION CERTIFICATE (CYCLE THREE)



WHAT IS THE MEDIA FOUNDATION CERTIFICATE?

In 2022 ISBA launched the Media Foundation Certificate a CPD accredited learning programme to address members' desire to increase media and marketing knowledge across their industry's talent pool. Over two hundred marketers will have passed through the programme by the end of Cycle Two.

This programme has been developed by Pete Davis, MD of getmemedia.com with input from ISBA's Media Leaders Steering Group.

The Media Foundation programme curates a range of ISBA's 101 Knowledge Sessions that cover the principals of media discipline and techniques. As such the programme is designed to help marketers get the basics right as they progress in their roles and learn best practice along the way. Carefully chosen thought leaders have developed sessions which can be viewed live or on demand via the ISBA knowledge hub.

The programme builds strong marketing knowledge capability, with 26 bite-size sessions across 7 modules:

- *Insight & Innovation*
- *Media Process*
- *Creative Process*
- *Channels*
- *Social & Digital*
- *eCommerce & Customer Experience*
- *AI*

WHY DID WE DEVELOP THE MEDIA FOUNDATION CERTIFICATE?

The media landscape is shifting faster than ever. Technology and landscape advances, plus audience engagement are key drivers of media change. Add to this economic uncertainty and media inflation means that budgets are having to work harder than ever and that's why it's important to understand the fundamentals of media and how the different media can work for brands in these challenging times.

The Media Foundation programme provides valuable insights and learnings from industry experts throughout the whole communications process.

WHAT ARE THE BENEFITS OF DOING THE MEDIA FOUNDATION CERTIFICATE?

Firstly, developing knowledge around different marketing and media subjects ranging from understanding insights, creative and media strategy, as well as invaluable sessions around key media. Each session aims to promote best practice and encourages participants to capture learnings for their current business.

The certificate culminates in a fun and engaging practical workshop, giving participants the chance to meet peers from other ISBA members. Finally, upon completion of the course, participants will have a CPD accredited certificate from ISBA that will be respected by the industry.

KEY LEARNINGS FROM PREVIOUS PARTICIPANTS OF THE MFC

“

This will help my career development by allowing me to develop more ownership of the full agency relationship with confidence. This has already had an impact on my approach to working with our media agency and has been noted as a successful area of development in my career”

“

I've been using learnings to develop a deeper partnership with our media agency. This has already been commented on and reported back to our business as a great step forward”

“

Each module has key take outs that are genuinely useful to enhancing my skills at work and bringing more to the team than I could, before undertaking the course”

“

A big part of my role is to challenge agency plans and channel mix recommendations against our brief and keeping within budget. Each session allowed me to investigate different channels, understanding the benefits of each, and how impactful they can be depending on the campaign objective and proposition”

“

Briefing and delivering effective campaigns to achieve ROI's is a vital part of my role. Having the clarity on briefs I am delivering, and understanding how an agency approaches these briefs will enable me to deliver more effective campaigns”

WHO IS THE MEDIA FOUNDATION CERTIFICATE SUITABLE FOR?

Open to all ISBA members, the sessions included in the programme are aimed at understanding the basics and principles for each subject. We would recommend the programme to marketers of all levels looking to develop, or refresh, their skills and be formally recognised for doing so.

WHAT DOES CPD ACCREDITATION MEAN?

For individuals, CPD shows a clear commitment to self-development and professionalism. It is an opportunity for an individual to identify knowledge gaps and to resolve these in a recognisable approach to improvement.

Supporting individuals through CPD learning shows an organisation's commitment to encourage and promote a healthy learning culture and can lead to a more fulfilled workforce and retaining valuable staff.

HOW DO MEMBER'S NOMINATE PEOPLE FOR THE MEDIA FOUNDATION CERTIFICATE?

For Cycle Three, each member company can nominate up to ten people to participate. We ask that ISBA's senior stakeholders, or key contacts, nominate the individuals.

“

The ISBA Media Foundation Course does what it says on the tin! It gives you a really good foundational media knowledge. It's a great refresher on topics you already know about, as well as providing a solid understanding of those you are less confident in. Throughout the course, you'll be provided with some great real-life examples which help bring the theory to life. The speakers are experts in their field, so it's fantastic to hear from those who live and breathe these areas of marketing day in and day out – especially for a generalist marketing manager!”

Katherine Smedley

Ebay UK

WHAT IS THE COST OF PARTICIPATING IN THE MEDIA FOUNDATION CERTIFICATE?

Exclusive to ISBA members, the price per person is £500 plus VAT. Nominations are limited to up to ten people per member company. Please note that unfortunately we are unable to change names once the programme has begun and there will be an administration fee for participants who wish to defer their place to the next cycle.

HOW WILL ISBA STAY IN CONTACT

Before the programme commences there will be a virtual session for all participants where they will have the opportunity to meet our programme leader, Pete Davis, and ask any questions. 1:1 sessions will be diarised if needed and Claudia will be checking-in throughout the programme.

PREVIOUS MEMBER PARTICIPANTS



KNOWLEDGE INCREASE FROM CYCLE 1:

Innovation and renovation - **74%**

Media weighting and phasing - **82%**

Devising and creating eCommerce and social strategies - **91%**

Hyperlocal - **90%**

Average increase of knowledge was **67%** across the board

WHAT DOES PARTICIPATION IN THE MEDIA FOUNDATION CERTIFICATE ENTAIL?

There are 26 sessions to view, across 7 modules. We anticipate the programme will take around 26 hours online learning, finishing with a face to face half day practical session at ISBA.

We will provide timings to complete each module.

Cycle Three will begin in April 2024 with practical sessions taking place from January 2025.

To complete the full programme and attain CPD accreditation, participants will need to do all of the following:

- View all 26 sessions (live or on-demand)
- Capture key learnings via Reflection Notes for each session and we've developed a simple form to help. Reflection notes will need to be submitted within the timings provided to move through the programme.
- Reflection notes will need to be submitted to ISBA to enable us to monitor progress.
- Finally, participants will be invited to attend a practical session at ISBA's central London offices, led by the programme's host, Pete Davis. This half day session will be a final recap of the programme, finishing with a team task involving a media planning and presentation task.



Programme Content

1. Insight & innovation

- Innovation & renovation
- Delivering audience & brand insights
- Brand partnership & building a brand purpose

2. Media Process

- Working with a media agency and understanding media jargon **(NEW)**
- Understanding the media planning process & writing a media brief
- Understanding media weighting, phasing & evaluating media plans
- Delivering accountability in media
- Effectiveness: Marketing Mix Modelling (MMM)

3. Creative Process

- How does a creative agency work & how to write a creative brief
- Best in class creative - multi channel focus
- Effective digital creative design

4. Channels

- TV, VOD & Connected TV
- Cinema
- Content marketing
- Hyperlocal targeting & direct marketing
- Outdoor
- Radio & voice search
- Public relations & sponsorship
- Magazines & news brands
- Experiential & brand activation

5. Social/Digital

- Search, online & programmatic buying (in a cookieless future)
- Influencer marketing & social media
- Mobile advertising

6. eCommerce & Customer Experience

- Devising & creating eCommerce & social strategies
- Using data to understand your customer experience

7. AI (NEW)

- The guide to AI & how technology can empower your marketing

Please note there may be slight amendment to the sessions included in the final programme.

For further information, and to register interest in Cycle Three please contact Claudiak@isba.org.uk