

ISBA

MEDIA FOUNDATION CERTIFICATE



WHAT IS THE MEDIA FOUNDATION CERTIFICATE?

Following the success of the ISBA 101 Knowledge Sessions, ISBA has developed a CPD accredited learning programme to address members' desire to increase media and marketing knowledge across their industry's talent pool.

This programme has been developed by Pete Davis, MD of getmemedia.com with input from the ISBA Media Leaders Group. Pete was, for many years a media controller and has been a course trainer for ISBA for over 10 years and developed the hugely popular ISBA 101 Knowledge Sessions.

The Media Foundation programme will curate 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 you get the basics right as you progress in your roles and learn best practice along the way.

The programme seeks to build strong marketing knowledge capability, with 27 bite-size sessions (45 mins each) across 6 modules - *Insight & innovation, Media Process, Creative Process, Social/Digital, Brand and Channels.*

Carefully chosen thought leaders will develop and deliver the sessions which can be viewed live or on demand via the ISBA knowledge hub. All participants will also be sent the latest ISBA content on media related topics to support their learning.

WHY HAVE WE DEVELOPED THE MEDIA FOUNDATION CERTIFICATE?

Staying on top of the media and agency landscape has always been a challenge regardless of experience levels. However, as technology, data and buying habits evolve, how to correctly deploy your strategies and budgets has never been more vital. The ISBA Media Foundation programme will provide valuable insights and learnings from industry experts throughout the whole communications planning process from writing a brief to managing your agencies, right through to the pros and cons of each media route.

Importantly, the accreditation associated with this programme will offer recognition of continued professional development. Something which we know will be welcomed by ISBA members as the industry seeks to address the need for qualified talent across the marketing professions.



WHAT ARE THE BENEFITS OF DOING THE MEDIA FOUNDATION CERTIFICATE?

Firstly, developing knowledge around 27 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.

WHO IS THE MEDIA FOUNDATION CERTIFICATE SUITABLE FOR?

The ISBA Media Foundation Certificate is open to all ISBA members and their teams. The sessions included in the foundation 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?

Each member company can nominate up to 10 people to participate in the Media Foundation programme. We ask that ISBA's senior stakeholders, or key contacts, nominate the individuals. You can download the Nomination Form [here](#).



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

The ISBA Media Foundation Certificate is exclusive to ISBA members. The price per person is £225 (+VAT) and £200 per person for 3+ people (+VAT). ISBA will invoice once the nominations are received and confirmed.

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. In addition, there will be a monthly drop-in virtual session with Pete and ISBA.

WHAT DOES PARTICIPATION IN THE MEDIA FOUNDATION CERTIFICATE ENTAIL?

The ISBA Media Foundation Certificate has been designed with flexibility in mind, so it can fit around day-to-day responsibilities.

There are 27 sessions to view. We anticipate the programme will take around 27 hours online learning, finishing with a face to face half day practical session at ISBA.

The programme will begin in June and the final practical sessions will take place in November, January and March. Participants can choose which practical session to join depending on how quickly they work through the programme.

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

- View all 27 sessions (live or on-demand).
- For each session, participants will be required to capture at least 3 key learnings via Reflection Notes. We have developed a simple form to complete the Reflection Notes. These will need to be submitted to ISBA to enable us to monitor progress. These may be shared with the nominator if requested.
- 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

The programme is a curation of ISBA 101 Knowledge Sessions. We have indicated below the recommended flow for viewing, but participants can access or join live sessions in the order they prefer. Some sessions have been recorded and are available to view online and some will be taking place at a later date.

1. Insight & innovation

- Guide to innovation & renovation
- Delivering audience & brand insights

2. Media Process

- How does a media agency work?
- Guide to understanding the media planning process
- Writing a media brief
- Understanding media weighting & phasing
- Guide to evaluating media plans

3. Creative Process

- How does a creative agency work? & how to write a creative brief to enhance your media plan
- Guide to best in class creative

4. Social/Digital

- How to devise & create ecommerce strategy
- Guide to search & Online
- Deep dive: Influencer Marketing
- Deep dive: social media
- Effective digital creative design
- Mobile advertising
- Social ecommerce & customer engagement

5. Brand

- Brand partnerships & building brand purpose

6. Channels

- Barter
- Guide to TV, VOD & connected TV
- Outdoor
- Radio
- Hyperlocal targeting
- Content marketing
- Direct marketing
- Public relations & sponsorship
- Affiliate networks
- Cinema

