

# ISBA

## MEDIA FOUNDATION CERTIFICATE (CYCLE TWO)



### 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 a hundred marketers will have passed through the programme by the end of Cycle One.

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 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.

The programme builds strong marketing knowledge capability, with 23 bite-size sessions (45 mins each) across 6 modules - *Insight & innovation, Media Process, Creative Process, Social/Digital, Ecommerce & Customer Experience and Channels.*

Carefully chosen thought leaders have developed sessions which can be viewed live or on demand via the ISBA knowledge hub.

### WHY DID WE DEVELOPE THE MEDIA FOUNDATION CERTIFICATE?

The media landscape is shifting faster than ever. In the past it would be that technology and audience engagement were the key drivers for media change, but as we tackle economic uncertainty and media inflation our budgets are having to work harder than ever. That's why it's important to understand the fundamentals of media and how the different media can work for your brand 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.

## 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.



*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 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 Two, each member company can nominate up to five people to participate. We ask that ISBA's senior stakeholders, or key contacts, nominate the individuals.

Before nominations are open we will be hosting sessions with our programme leader where members can find out more about the programme.

Please email [claudiak@isba.org.uk](mailto:claudiak@isba.org.uk) to register your interest for these sessions.



## 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 £500 plus VAT. Nominations are limited to 5 people per member company. Unfortunately we are unable to change names once the programme has begun.

## 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?

There are 23 sessions to view, across 6 modules. We anticipate the programme will take around 24 hours online learning, finishing with a face to face half day practical session at ISBA.

We will provide timings to complete each module.

The Cycle Two programme will begin in April with practical sessions taking place in January 2024.

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

- View all 23 sessions (live or on-demand)
- For each session, participants will be required to capture key learnings via Reflection Notes. We have developed a simple form to help. Reflection notes will need to be submitted within the timings provided to move through the programme.
- These 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

- Guide to innovation & renovation
- Delivering audience & brand insights
- Guide to brand partnership & building a brand purpose

## 2. Media Process

- Guide to working with a media agency
- Guide to understanding the media planning process & writing a media brief
- Guide to managing agency pitches, relationships & budgets
- Guide to understanding media weighting & phasing & evaluating your media plans
- Guide to media data, financing & auditing
- Guide to effectiveness: Marketing mix modelling

## 3. Creative Process

- Guide to understanding how a creative agency works & how to write a creative brief
- Guide to best in class creative- multi channel focus

## 4. Ecommerce & customer experience

- Guide to devising & creating ecommerce & social strategies
- Guide to using data to understand your customer and connected customer experiences

## 5. Social/Digital

- Guide to search, online & programmatic buying (in a cookie-less future)
- Guide to influencer marketing & social media
- Guide to mobile advertising

## 6. Channels

- Guide to TV, VOD & connected TV
- Guide to cinema
- Guide to hyperlocal targeting & direct marketing
- Guide to outdoor
- Guide to radio & voice search
- Guide to public relations & sponsorship
- Guide to magazines & news brands
- Guide to content 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 Two, please contact [Claudiak@isba.org.uk](mailto:Claudiak@isba.org.uk)

