

Certificate in Experiential Marketing Class of 2011

Enrolment closes 28th February 2011

Course runs 4th April – 30th September

“With such a large proportion of below the line budgets now being spent on experiential, training for brand owners and agencies is long overdue. It’s fantastic that the IPM have recognised this and put in place a course that will become a trusted source of best practice guidelines for anyone managing an experiential campaign.” - *Nick Adams, Sense*

“It is fantastic that the IPM have launched this course. It will not only give account managers and execs a broad training platform for their careers but also give the industry a new benchmark to look for when recruiting.” - *Diana Cawley, Arc (and Lime)*

Course Overview

This is the industry training itself. During 2008 and 2009 the IPM drew together a panel of experts from the experiential industry to design and construct the Certificate in Experiential Marketing.

The result is a course and qualification that takes the form of an online distance-learning program with a series of questions, a set brief and a ‘field experience’ being completed over a six-month period. Candidates will study in the office or at home, but at their own pace, using the study tools and resources provided.

The aim of the course

The course is intended to deliver a good broad understanding of the Experiential Marketing industry and its best practice workings so that each individual’s contribution to it is seen in context. A particular aim of the course is to give candidates a clear perspective of the theory and workings of the industry whatever their particular role in the process.

Who the course is designed for

The course will be appropriate for all junior and new entrants to the industry, both in agency and client companies. The course will be relevant to account executives and managers and those in other support functions. No previous qualifications or experience are needed.

Module 1 – EM and its place in the marketing mix

What is marketing?

What is a brand?

How do we communicate brands?

Where did experiential Marketing come from?

What is Experiential Marketing?

How does Experiential Marketing work?

What do we use Experiential Marketing for?

Module 2 – Campaign Planning

Setting objectives

Targeting

Choosing the right venues/site locations

The project cycle

The briefing process

Strategy development

Module 3 – Implementation

How to brief suppliers

Managing production

Recruiting & managing staff

Module 4 – Due Diligence & Best Practice

Protecting staff

Protecting consumers

Protecting everyone

On site management – pre/during/post

Overall project management

Financial management

Module 5 – Promotions

The Promotion techniques

Promotional law and code of practice

Promotional redemptions & risk management

Module 6 – Campaign Measurement

A short glossary

The basics of experiential measurement

Chasing the elusive ROI

Course format

Candidates will be required to:

- Read the Study Notes and then take a series of online tests to gauge their assimilation of the content. The Study Notes are core to the course, comprising over 80 pages of detailed notes, checklists and proformas covering the course modules in detail.
- Work on an experiential campaign as a brand ambassador for a minimum of one day and produce a 'Field Experience' report.
- Respond to a brief like that typically received by an experiential agency.



Key Dates

All enrolments must be received by 28th February

Course runs 4th April – 30th September

Results will be announced on 6th December

Graduation will be held on 1st February 2012 at the Royal Society of Medicine

How to enrol

[Click here for an enrolment form.](#)

For any further information please call Michelle McGrath on (02) 8297 3888 or email

enquiries@communicationscouncil.org.au

Course Fee

\$1,650.00 (incl GST) for members

\$1,925.00 (incl GST) for non-members

Companies that have benefited from the course in the last two years:

Ambient X	Kreate
BD Network	Lime
Billington Cartmell	Live Breathe Sleep
Blue Chip Marketing (Manchester)	RPM
Closer	Simply The Best Mobiles & Personalities
CPMS	Synergy Brand Experience
Cross Marketing Support	The Circle Agency
Essenden Football Club	The Clinton Partnership
HRG (UK)	Tiger Red
IdeaWorks	Tribe Marketing
	Wax Live

Terms and Conditions

Fees are payable in full at the time of enrolment. No candidate will be deemed to be enrolled unless payment has been received. The cost of enrolment is fully refundable up to the point at which enrolment packs are dispatched to candidates. After that it is neither transferable nor refundable. The IPM reserves the right to vary the content of the course, change the venue of the seminars, amend the dates and change the tutors and seminar speakers at any time and without prior notice.