



IAB Australia launches Education and Training Program

6th December 2012 – Sydney – Interactive Advertising Bureau (IAB) Australia today launched its Education and Training Program, designed to address the documented digital skills gap in the industry and to complement existing training offerings. The Program includes the launch of IAB run training courses on key digital marketing topics, a series of educational events as well as providing a training listing service for the industry. The first IAB Australia run training course will be held in February 2013. Full details of the IAB courses and the training listing service can be found on the newly launched IAB website www.iabaustralia.com.au. The Education and Training Program was developed following extensive industry research conducted by IAB Australia. Its primary goal is to provide the marketing industry with the practical skills and understanding required to make buying and selling digital advertising easier. IAB Australia CEO, Paul Fisher said: “We are very excited to announce this first phase of our Education and Training program. While the digital industry continues its rapid growth it’s clear that there is a skills gap and the IAB plans and resources will go some way in helping to educate the market and improving the skills of advertisers, agencies and publishers. In our position as the peak digital advertising industry association, representing members on both the buy and sell side of the industry, the IAB is in a unique position to offer objective, up-to-date, quality training that incorporates the latest IAB research, standards, guidelines and best practices. We are already planning future phases of the IAB Education and Training offering, with possibility of adding certification and eLearning to the Program, depending on the success and interest in our initial plans,” said Fisher. IAB Australia’s training courses will be delivered in partnership with The Knowledge Engineers (TKE) in an exclusive agreement that will see them deliver a series of six open courses. TKE is new to the Australian market and it has worked extensively with the IAB in other markets globally and has trained over 20,000 people across 30 countries. IAB’s training and education research, which was conducted in August 2012, found that respondents had a better understanding of key digital marketing topics compared to their practical skills. 82 percent of respondents indicated they would prefer small, face-to-face, out of office classes and the top requested training topics include mobile display advertising; mobile sites and apps; strategic planning; integration/cross-media; measurement and tracking; display advertising; building brands online; and social media marketing. The findings come from 600 respondents across a range of agencies (51 percent of respondents), advertisers (seven percent) and publishers (39 percent). /Ends

About the Interactive Advertising Bureau The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 40 IAB offices globally, and with a rapidly growing membership, IAB Australia’s principal objective is to increase the share of advertising and marketing dollars that interactive media captures in the marketplace. IAB Australia’s board includes representatives of AIMIA, APN News & Media, Carsales.com, Fairfax Media, Google, Mi9, Network Ten, News Australia Sales, REA Group, SBS, Telstra Media, TressCox Lawyers and Yahoo!7. It has four objectives: To develop, coordinate and promote industry standards and guidelines that make interactive advertising a simpler and more attractive medium for agencies, advertisers and marketers To prove and promote the effectiveness of interactive advertising to advertisers, agencies, marketers, and the press To be the primary advocate for the interactive marketing and advertising industry To expand the breadth and depth of IAB membership while increasing direct value to members For further information about IAB Australia please visit: www.iabaustralia.com.au

About The Knowledge Engineers New to the Australian market, The Knowledge Engineers is a world leading marketing training organisation that has trained over 20,000 people, from over 60 companies, across 30 countries in the last two years. Their aim is to demystify digital marketing and offer inspiration and incentive to achieve success by offering first class digital training and access to exceptional online digital platforms. The training courses are hands on, engaging and delivered by experienced practitioners with a genuine passion for marketing and innovation. The Knowledge Engineers work in all markets and sectors in training, leadership and inspiration events. Previous clients include BBC, BBDO, CNN, Google, Disney, Leo Burnett, Kraft, News International, OMD, Pepsico, Saatchi & Saatchi, Vodafone, WarnerBros and WPP. The Knowledge Engineers also have relationships with other IAB organisations across the world such as IAB UK, IAB USA, IAB Ireland & IAB Brazil. For further information about The Knowledge Engineers, please visit: <http://theknowledgeengineers.com/> For more editorial information please contact: Pru Quinlan Einsteinz Communications T: (02) 8905 0995 E: pru@einsteinz.com.au

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