

FOR IMMEDIATE RELEASE

Refreshed CAAP program takes on the challenges of a new era in marketing communications

Industry-recognized certification enables young executives to step up and make their mark, while employers ensure the future of their organization.

October 29, 2009 – Toronto, Ontario – The Institute of Communications Agencies (ICA) has refreshed its CAAP (Communications and Advertising Accredited Professional) program as part of a commitment to elevate professionalism and relevance in marketing communications education. The CAAP program is uniquely designed to provide a learning experience that reflects the ongoing changes in the complex and fast-moving communications landscape.

Aimed at ambitious branding practitioners who are passionate and curious about marketing communications, the first session of the refreshed CAAP program will begin in January 2010. The CAAP program is designed to inspire innovation and strategic creativity in a new era of marketing communications. It reflects new media learning and best practices that are associated with building effective consumer/brand engagement.

“The CAAP program was originally founded on the principles of thought leadership. CAAP today is about helping better equip young knowledge workers in our industry with the skills and confidence they need to be able to track the rapidly shifting communications landscape” said Suzanne Filiatrault, Director of Professional Development, ICA. “To do this we work closely with industry experts who are entrenched in the changing landscape to ensure the learning is current and meaningful.”

The CAAP program is shaped by a full-time educational director and lead by instructors who are not only current marketing communications practitioners but are also well-informed about areas of current marketing communications change. Drawing on a combination of up-to-date, real-world insight and case-based examples, students gain the background, confidence and credentials they need to make their mark as exceptional brand communicators.

The refreshed CAAP program also leverages social media to enhance the communications learning experience of the program with a dedicated extranet site for student and instructor collaboration and self-directed learning. Not unlike the social sharing of information that has become a

mainstay of marketing, CLOUD is a private collaborative environment where students interact with peers and instructors to take their learning experience beyond the classroom. CAAP will also be supported by a new microsite (www.caapcanada.ca) and a Facebook group (CAAP Community).

Early bird registration for CAAP Toronto 2010 is effective until November 30, 2009. Full information regarding deadlines, course dates and fees can be found at www.caapcanada.ca.

About the ICA

The Institute of Communication Agencies (ICA) represents Canada's communications and advertising agencies. ICA members collectively account for over 80 per cent of all national advertising in Canada, with an economic impact worth more than \$20 billion annually. ICA serves as a leading source of information, advice and industry education, promoting thought leadership, best practices and the elevation of professional standards.

ICA-lead initiatives include thought leadership events, such as *FutureFlash* and *Advertising Week*, professional development forums, such as *Ad Women of Toronto* and certification programs, such as the *CAAP* accreditation and the *Master's Certificate in Brand Communications*. More information about the ICA and its initiative can be found at www.icacanada.ca.

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For additional information regarding CAAP please visit www.caapcanada.ca or contact:

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