



Institute of  
Communication Agencies

For Immediate Release  
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**ICA launches new workshops for creative skills acceleration.**

*--Association promotes talent development for the marketing communications industry--*

Toronto, ON. The Institute of Communication Agencies (ICA) (<http://www.icacanada.ca>) -- the professional business association representing Canada's communications and advertising agencies -- is pleased to announce a new series of workshops to encourage Canadian marketing communications professionals to advance their learning and skills in the commercial creativity space. This new collection of workshops, running through June, addresses some of the most pressing creative skill-building areas that the industry has been asking for. The suite of five unique sessions underscores the ICA's commitment to nurture the best possible talent and inspire new ways of thinking about genius idea creation.

**Powerful learning experiences**

The workshops begin on May 30 with Sheila Campbell (Wild Blue Yonder) running a session focused on helping young executives become sharp business partners and client value creators. Then NY-based Niall McKinney (Knowledge Engineers), returning to Toronto after a thought provoking and sold-out session to senior ICA members last month, to conduct two back-to-back workshops on June 5 and 6. He starts with a social networks exploration that redefines the critical importance of building sustainable social brand strategy and then in the second session adds new thinking and fresh approaches towards designing more integrated digital strategy. On June 13, NY-based Brian Schnurman (Filament Inc.) will lead a full day workshop to help unlock the challenges of selling great ideas to clients. The final workshop, held on June 26, features Leslie Ehm (Three Training) who will lead participants through an experience that will actively change the way they develop ideas.

Special discounts are available for companies which register three or more employees simultaneously. Workshop details can be found on the ICA website

<http://www.icacanada.ca/pd/Workshops.aspx>.

“The industry is taking a hard look at how to amplify value creation for clients” says Suzanne Filiatrault, director, talent development, ICA. “It’s becoming clearer that value creation and talent development operate on twin tracks that intersect and depend totally on each other. This collection of workshops is the first step in a talent development vision that focuses on creating the conditions needed to foster higher caliber ideas and deep creative value for clients.

#### About the ICA

The Institute of Communication Agencies or the ICA ([www.icacanada.ca](http://www.icacanada.ca)) is the professional business association which represents Canada’s communication and advertising agencies. The ICA’s mission is to champion commercial creativity, amplify the industry’s economic impact, and to embrace and drive change. As such, the ICA promotes thought leadership, higher standards and best practices. It serves as the largest source of information, advice, education and training for Canada’s communication and advertising industry. ICA’s member agencies and subsidiaries account for over 75 per cent of all national advertising in Canada, with an economic impact worth more than \$19 billion annually. More information about the ICA and its initiatives can be found at [www.icacanada.ca](http://www.icacanada.ca) or follow on Twitter @adweekcdn or @icacanada

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