

2006/2007



Professional Development:

Accreditation Programs and Specialist Courses

Accreditation Programs

Accelerate your career with CAAP, the most up-to-date accredited communications program available in Canada.

Communications and Advertising Accredited Professional (CAAP)

The CAAP designation is a recognized industry standard for Canadian communications professionals, with graduates filling many of the senior ranks in agencies and advertisers across the country.

The CAAP program is for people who want to excel in the communications profession. Students should have at least two years of industry experience in an agency, client and/or communication service organization, to benefit most from this program.

The program's extensive two-year curriculum focuses on building knowledge and skill in brand design and communications management. Students learn how to develop marketing communications solutions for today's complex multi-channel marketplace and are engaged in building their creative, strategic and innovative thinking skills.

A detailed curriculum outline is available online or upon request. For more information, please see the ICA contact information at the end of this brochure.

Year One Course Schedule

Off-site Opening Weekend: September 15 - 17, 2006

Weekly Classes: Wednesdays Evenings, 6 - 9 pm

Regular classes start September 20, 2006

Year One Course Fees

Tuition: \$1,425 (Members), \$2,250 (Non-Members)

Accommodation Fee (for Opening Weekend): \$385

All prices are subject to GST.

Discount available for multiple registrations.

Certified Print Production Practitioner (CPPP)

The CPPP designation is a recognized industry standard for Canadian print production professionals. The program is a two-year course of study providing a deep technical grounding in digital print production processes.

The first year of this two-year course familiarizes students with all aspects of digital print production and helps to develop the skills necessary to run a successful production job from start to finish. In the second year, students advance to build on their production management skills and develop innovative and problem solving thinking abilities.

The CPPP program is for people interested in advancing their print production management skills. Students should have 1-2 years experience operating as either a junior print producer or traffic manager to benefit most from this program.

Year One Course Schedule

Weekly Classes: Tuesday Evenings, 6 - 9 pm

Regular classes start October 3, 2006

Year One Course Fees

Tuition: \$1,130 (Members), \$1,590 (Non-Members)

All prices are subject to GST.

Discount available for multiple registrations.



Innovate Elevate Inspire

Communications and Specialist Courses



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Fundamentals of Advertising in Action (FoA)

The course helps to build comprehension of the dynamics of marketing and the role of communications. The engaging course structure includes applied exercises, case discussion and features industry practitioners as expert guest lecturers.

This course is for people who want to learn more about how the advertising process works. People who are just beginning a communications career or those interested in exploring marketing and communications concepts, will benefit from taking this extensive primer course.

Course Schedule

Weekly Classes: Tuesday Evenings, 6 - 9 pm

Fall Session: September 19 to December 5, 2006 (12 weeks)

Spring Session: February 13 to May 1, 2007 (12 weeks)

Course Fees

Tuition: \$825 (Members), \$1190 (Non-Members)

All prices are subject to GST.

Discount available for multiple registrations.

Broadcast Commercial Production Course (BCPC)

The course provides an enriching learning experience for those interested in building their knowledge of what it takes to manage broadcast (television and radio) production. Students will get first-hand exposure to the practices and people who run numerous production facilities. They will be guided in their learning by a practicing commercial production consultant.

Designed for entry-level broadcast producers, this course will also benefit account people, production house personnel and their client counterparts who are interested in learning more about the production process as part of helping to improve their own management practices.

Course Schedule

Weekly Classes: Wednesday Evenings, 6 - 8 pm

Regular classes start September 20, 2006 (12 weeks)

Course Fees:

Tuition: \$825 (Members), \$1190 (Non-Members)

All prices are subject to GST.

Discount available for multiple registrations.

Creative Portfolio Development Course (CPDC)

The course is designed to provide aspiring creative people with the tools, feedback and applied experience they need to strengthen their portfolios and their job-seeking prospects. Students learn how to fine-tune their creative work and how to effectively pitch their ideas to prospective employers. Creative Directors join the class to share creative insights as well as to share presentation tips for getting the attention of agency decision makers. A good portion of class time is spent critiquing and improving students' portfolios and pitch approaches.

This course is for anyone who wants to work as a creative professional (art director or writer) in advertising, including recent university or college graduates who are looking for creative jobs in advertising.

Course Schedule

Weekly Classes: Thursday Evenings, 6:30 - 8:30 pm

Regular classes start September 21, 2006 (9 weeks plus Saturday workshop)

Saturday Workshop: November 11, 2006

Course Fees

Tuition: \$825 (Members), \$1190 (Non-Members)

All prices are subject to GST.

Discount available for multiple registrations.

Communications Management Practitioner (CMP)

This course is about learning to lead and inspire others in building productive working relationships and promoting great agency work. Students build their skills in leading successful and productive teams, active listening, negotiation, giving and receiving feedback and fostering effective working relationships with both direct reports and clients.

This course will most benefit agency and communications managers who are looking to build their skills in managing others effectively.

Course Schedule

Weekly Classes: Thursday Evenings, 6 - 9 pm

Regular classes start January 18, 2007 (12 weeks)

Course Fees

Tuition: \$825 (Members), \$1190 (Non-Members)

All prices are subject to GST.

Discount available for multiple registrations.

About ICA and its Educational Faculty



www.ica-ad.com

About ICA

Recently celebrating its 100th anniversary (founded in 1905 as the Canadian Association of Advertising Agencies), the Institute of Communications and Advertising (ICA) represents Canada's communications and advertising agencies.

ICA promotes higher professional standards and best practices, and serves as the largest source of information, advice and training for Canada's communications and advertising industry. ICA is the recognized leader in professional development, offering the most up-to-date accredited communications program available in Canada.

The ICA provides its members with advice and counsel on marketing information and works with government and other stakeholders to keep the industry healthy. Each year, ICA member agencies donate millions of dollars in pro bono work to help support over 100 local, regional and national charities and non-profit organizations.

ICA's Educational Faculty

All ICA instructors are current communications practitioners, with deep agency and client service experience, who bring up-to-date insight from the real world into the classroom.

Our instructors specialize in their areas of expertise and have developed and delivered numerous educational programs for professional communities.

Every ICA course is led by a senior educational director who takes overall responsibility for providing an engaging and high quality learning experience.

Registration Form

A non-refundable deposit of \$500 is required with registration.



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Program Registration (Please check one):

Accreditation Programs:

- Communications and Advertising Accredited Professional (CAAP)
- Certified Print Production Practitioner (CPPP)

Communications and Specialist Courses:

- Fundamentals of Advertising in Action (FoA - Fall Session)
- Fundamentals of Advertising in Action (FoA - Spring Session)
- Broadcast Commercial Production Course (BCPC)
- Creative Portfolio Development Course (CPDC)
- Communications Management Practitioner (CMP)

Registration Information:

Name:

Title:

Organization:

Address:

City: Province:

Postal Code: Fax: ().....

Office Phone: () Ext:

Home Phone: ().....

E-mail:

Please indicate your preferred method of payment:

- Visa
- MasterCard
- Cheque (payable to ICA)

Payment information:

*A non-refundable deposit of \$500 is required with registration.

Amount of payment (please include GST):

Cardholder's name:.....

Card number:

Expiry date:

Cardholder's signature:

Program Content Policy: Fees, dates and/or course content are subject to change from previously published information at any time. ICA reserves the right to cancel any program should enrollment levels fall short of guidelines. **Fee Payment and Refund Policy:** Details on fee payment and refund policies for each course can be found on the following page.

To register, please mail or fax your completed application and business card to:

Institute of Communications and Advertising
2300 Yonge Street, Suite 500, Box 2350
Toronto, Ontario M4P 1E4
Fax: 416.482.1856

For more information, please contact:

- ICA Professional Development Group: Tel. 416.482.1396
- Suzanne Filiatrault, Director of Professional Development (ext. 227)
 - Meghan Pollock, Professional Development Coordinator (ext. 221)

Registration Form

A non-refundable deposit of \$500 is required with registration.



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Fee Payment and Refund Policies:

Communications and Advertising Accredited Professional (CAAP) – Toronto

A deposit of \$500 is due with registration to the program. The deposit is fully non-refundable, unless the program is cancelled by ICA. The balance of tuition and accommodation fees are due no later than August 31, 2006. Notification of enrollment cancellation must be received in writing no later than August 31, 2006. The non-refundable deposit of \$500 will be deducted to meet administration costs and any remaining balance will be refunded. After August 31, 2006 and up to October 31, 2006, only 50% of tuition is eligible for a refund and only for such reasons as relocation, serious illness or other exceptional circumstances. After October 31, 2006, no refunds will be given. All refund requests must be received in writing.

Certified Print Production Practitioner (CPPP)

A deposit of \$500 is due with registration to the program. The deposit is fully non-refundable, unless the program is cancelled by ICA. The balance of tuition fees is due no later than August 31, 2006. Notification of enrollment cancellation must be received in writing no later than September 15, 2006. The non-refundable deposit of \$500 will be deducted to meet administration costs, and any remaining balance will be refunded. After September 15, 2006 and up to October 31, 2006, only 50% of tuition is eligible for a refund and only for such reasons as relocation, serious illness or other exceptional circumstances. After October 31, 2006, no refunds will be given. All refund requests must be received in writing.

Fundamentals of Advertising in Action (FoA)

A deposit of \$500 is due with registration to the program. The deposit is fully non-refundable, unless the program is cancelled by ICA. For the FoA Fall session, the balance of tuition fees is due no later than August 31, 2006. Notification of enrollment cancellation must be received in writing no later than September 4, 2006. The non-refundable deposit of \$500 will be deducted to meet administration costs, and any remaining balance will be refunded. After September 4, 2006 and up to October 10, 2006, only 50% of tuition is eligible for a refund and only for such reasons as relocation, serious illness or other exceptional circumstances. After October 10, 2006, no refunds will be given. All refund requests must be received in writing. (Refund eligibility dates for Spring Session will be published online in December 2006).

Broadcast Commercial Production Course (BCPC)

A deposit of \$500 is due with registration to the program. The deposit is fully non-refundable, unless the program is cancelled by ICA. The balance of tuition fees is due no later than August 31, 2006. Notification of enrollment cancellation must be received in writing no later than September 8, 2006. The non-refundable deposit of \$500 will be deducted to meet administration costs, and any remaining balance will be refunded. After September 8, 2006 and up to October 4, 2006, only 50% of tuition is eligible for a refund and only for such reasons as relocation, serious illness or other exceptional circumstances. After October 4, 2006, no refunds will be given. All refund requests must be received in writing.

Creative Portfolio Development Course (CPDC)

A deposit of \$500 is due with registration to the program. The deposit is fully non-refundable, unless the program is cancelled by ICA. The balance of tuition fees is due no later than August 31, 2006. Notification of enrollment cancellation must be received in writing no later than September 8, 2006. The non-refundable deposit of \$500 will be deducted to meet administration costs, and any remaining balance will be refunded. After September 8, 2006 and up to October 4, 2006, only 50% of tuition is eligible for a refund and only for such reasons as relocation, serious illness or other exceptional circumstances. After October 4, 2006, no refunds will be given. All refund requests must be received in writing.

Communications Management Practitioner (CMP)

A deposit of \$500 is due with registration to the program. The deposit is fully non-refundable, unless the program is cancelled by ICA. The balance of tuition fees is due no later than January 3, 2007. Notification of enrollment cancellation must be received in writing no later than January 3, 2007. The non-refundable deposit of \$500 will be deducted to meet administration costs, and any remaining balance will be refunded. After January 3, 2007 and up to February 1, 2007, only 50% of tuition is eligible for a refund and only for such reasons as relocation, serious illness or other exceptional circumstances. After February 1, 2007, no refunds will be given. All refund requests must be received in writing.