

# IMAA ACADEMY

**AN E-LEARNING COURSE DESIGNED TO  
EDUCATE ON THE FOUNDATIONS OF MEDIA.**



The IMAA Academy is an end-to-end training solution for media professionals. Designed by the industry for the industry.

## WHAT IS THE IMAA ACADEMY?

The IMAA Academy is an e-learning course designed to give agency staff, media employees and students with 0-2 years of experience the tools they need to succeed in the fast-paced and ever-changing media industry.

It offers a variety of educational resources and courses to enhance the skills of those new to the industry and help them achieve their career goals.

## WHAT THE IMAA ACADEMY INCLUDES:

The IMAA Media e-learning Academy is a comprehensive program that includes eight e-learning modules, videos, and podcasts from industry leaders and channel specialists.

The curriculum covers the fundamentals of media, the current media landscape and detailed overviews of seven media channels, including Audio, Digital, Cinema, TV, Out-of-Home, Publishing & News, and Regional.

The Academy also offers exclusive access to our additional training package, "Business in a Box," which is specifically designed for both junior and senior-level employees.

## GET THE SKILLS YOU NEED TO SUCCEED

WITH OUR IMAA ACADEMY PACKAGES

Individuals or businesses can buy courses separately or opt for the all-inclusive package (0-2 years of experience), which includes 8 modules and the "Business in a Box" training program for junior to senior employees. Bundle packages are also available for companies with multiple employees.

### ALL INCLUSIVE

An all-inclusive 12-month learning program starting from \$650 (ex GST) per year.

- ✓ 8 e-learning courses
- ✓ 8 podcasts
- ✓ Videos
- ✓ Exclusive access to all 'Business in a Box' courses at a junior and senior skill level
- ✓ Digital certificate when eligible

### INDIVIDUAL COURSES

Individual e-learning modules, which can be purchased separately from \$99 per course.

- ✓ 1 e-learning course
- ✓ 1 podcast
- ✓ Video
- ✓ Digital certificate when eligible



This first course provides an overview of the foundations of media and the Agency landscape. It will also build on your knowledge with an introduction to seven media channels: Audio, Digital, Cinema, TV, Out-of-Home, Publishing & News and Regional.



Learn more about the world of Publishing & News with this comprehensive overview of the channel. In this module, you will be introduced to the different formats within Publishing & News, the process of strategising and planning for a print and digital campaign, targeting options, the tools used, insights into how to buy, book, report and how to measure Publishing & News' effectiveness.



Deep dive into the world of Digital with this comprehensive overview of the channel. In this module, you will be introduced to the different formats within Digital, considerations when strategising and planning for a Digital campaign, the tools used, insights into how to buy, book, report and how to measure Digital's effectiveness.



Explore the world of Cinema with this comprehensive overview of the channel. In this module, you will be introduced to the different formats within Cinema, the process of strategising and planning for a Cinema campaign, targeting options, the tools used, insights into how to buy, book, report and how to measure Cinema's effectiveness.



Get a better understanding of the world of TV by going through this comprehensive overview. In this module, you will be introduced to the different formats within TV, the process of strategising and planning for a TV campaign, targeting options, the tools used, insights into how to buy, book, report and how to measure TV's effectiveness.



Expand your understanding of the world of Out-of-Home with this comprehensive overview of the channel. In this module, you will be introduced to the different formats within Out-of-Home, the process of strategising and planning for an Out-of-Home campaign, targeting options, the tools used, insights into how to buy, book, report and how to measure Out-of-Home's effectiveness.



Take a comprehensive look at Regional media with this in-depth overview. In this module, you will be introduced to the different formats within Regional areas, the process of strategising and planning for a Regional campaign, targeting options, the tools used, insights into how to buy, book, report and how to measure Regional's effectiveness.



Immerse yourself in the world of Audio with this all-inclusive overview. In this module, you will be introduced to the different formats within Audio, the process of strategising and planning for an Audio campaign, targeting options, the tools used, insights into how to buy, book, report and how to measure Audio's effectiveness.

## BUSINESS IN A BOX

### JUNIOR

- Presentation Skills
- Use Oral Communication Skills for Effective Workplace Presentations
- Manage Stress in The Workplace
- Organise Meetings
- Writing Letters & Documents
- Phone Skills
- Delivering Exceptional Customer Service

## SENIOR-LEVEL

- Apply Knowledge of WHS Laws In the Workplace
- Coach Others for Success
- Manage People Performance
- Motivational Skills & Techniques
- Competition & Consumer Law
- Equal Opportunity Employment
- Bullying And Harassment
- Legislation & Laws
- Modern Slavery
- Business Management: Introduction to Small Business
- Business Management: Developing a 12 Month Business Plan
- Business Management: Improving Profitability





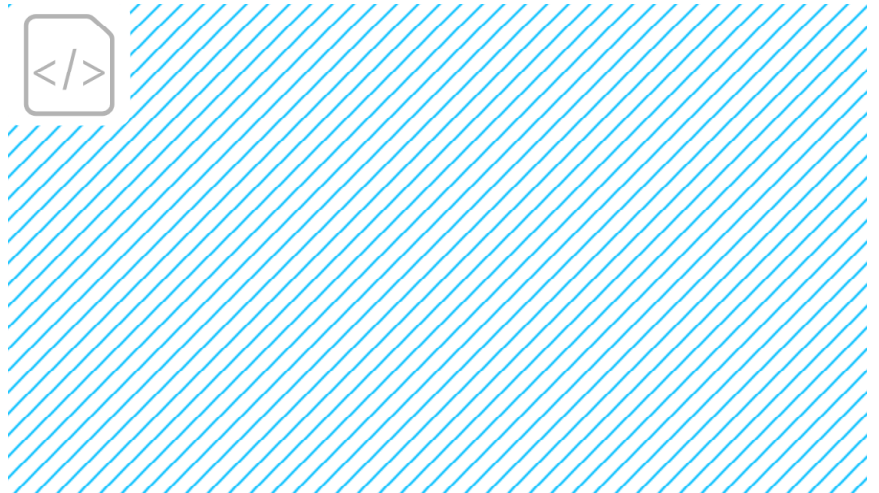
## KEY BENEFITS

- ✓ Access to an easy-to-use Learning Management system so you can track your progress or monitor your teams.
- ✓ 24/7 access with flexible learning schedules.
- ✓ Regular content releases.

## GET A TASTE OF IMAA ACADEMY

### HOW TO APPLY

- 1** [theimaa.com.au/academy](https://theimaa.com.au/academy)  
Click on 'Register Now'.
- 2** **Choose an option:**  
IMAA Member or Non-Member.
- 3** **Purchase your course.**  
Credit card upfront payment.
- 4** Start your learning journey!



The IMAA Academy combines the media industry's knowledge, handcrafted by 80+ industry leaders and written in conjunction with all the industry bodies: Commercial Radio & Audio (CRA), Outdoor Media Australia (OMA), ThinkTV, Boomtown, and ThinkNewsBrands.

For more information contact:

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