



FAQ



What is the IMAA Academy?

The IMAA Academy is an e-learning and communication system that aims to educate people on the basics of media. The program comprises eight modules, starting with Media101, which provides an overview of the media landscape and Agency setup. The subsequent seven modules focus on various media channels, including Audio, Digital, Cinema, Television, Out-of-Home, Publishing & News, and Regional, offering an in-depth look at each channel. Other learning resources, such as videos, podcasts, and a learning handbook, supplement the e-learning.

What are the eight IMAA Academy individual modules, and what do they include:

- 1. Media101:** This is the first module to be released and provides an overview of the foundations of media and the Agency landscape. It will build on your knowledge with an introduction to seven media channels: Audio, Digital, Cinema, Television, Out-of-Home, Publishing & News and Regional.
- 2. Television:** This module will provide a comprehensive overview of the television industry and television's potential for reaching audiences at scale. We will explore the TV landscape, the characteristics of an effective ad and crucial factors to consider when planning a TV campaign.
- 3. Cinema:** In this module, we'll tour the cinema landscape and demonstrate why it's a prime channel for engaging with target audiences. Discover the major players in the industry, how cinema complements other media channels, and gain a comprehensive understanding of the essential factors that should be considered when creating a cinema campaign.
- 4. Out-of-Home:** Will introduce you to the major players in the industry, explain the importance of standing out in this channel and guide you through the key factors to consider when planning an Out-of-home advertising campaign.
- 5. Publishing & News:** Introduces the basics of publishing and news media, the audiences it reaches and why it is a reliable channel for engaging with them. You will learn about the major players in the industry, how the content is consumed, and the critical factors to consider when planning a campaign.
- 6. Audio:** This module provides a solid view of the audio landscape and why it's an excellent channel for reaching people at scale. From podcasts to streaming radio, you'll learn about the different formats available, the importance of measurement, and when to include Audio in a plan.
- 7. Regional:** In this module, we will cover the Regional landscape, audience demographics, and media consumption habits. Additionally, we'll delve into important factors to consider when creating a Regional campaign, including audience profiles and engagement methods.
- 8. Digital:** This module delves into the constantly evolving digital landscape and highlights its potential for effectively targeting audiences. Discover the various digital formats available, learn how to measure your campaigns' success, and understand crucial elements to consider when creating a digital marketing campaign.

Who is the Academy suited to?

Industry experts have created the content for agency staff, media employees, and media students with 0-2 years of practical experience. However, accompanying the introductory modules in media, there is the “Business in a box” training suitable for senior-level professionals with content on business, compliance and people management.

Who can purchase the Academy?

The IMAA academy will be offered exclusively to IMAA members, IMAA Partners, students and clients of IMAA members.

What packages are available?

There are two learning paths available;

1. Purchasing the modules individually (Media101, Audio, Digital, Cinema, Television, Out-of-Home, Regional, Publishing & News).
2. Purchasing the ‘all-inclusive’ package (8 media modules with resources and the “Business in a box” courses).

What does the All-inclusive course include?

- The package includes content for groups of 1-5 staff, 6 - 20 staff, 21 - 50 staff or 51 - 100 staff and 101+ staff (upon application).
- Access to content as it is released over a 12-month period.
- All media modules (Media 101, Audio, Digital, Cinema, Out-of-Home, Television, Publishing & News, Regional).
- Podcasts & Videos.
- Academy handbook.
- 27 additional 'Business in a Box' courses with content for juniors and seniors.

What is ‘Business in a Box’?

The ‘Business in a Box’ program is a complementary training program for junior and senior employees. The program offers access to up to 27 courses depending on the skill level. Courses are as follows:

JUNIOR: Presentation skills, Oral and communication skills for effective workplace presentations, managing stress in the workplace, organising meetings, writing letters and documents, phone skills, and delivering exceptional customer service.

SENIOR: All of the above and WHS Law in the workplace, coach others for success, manage people for performance, motivational skills and techniques, competition and consumer law, equal opportunity employment, bullying and harassment, legislations and laws, modern slavery, and Business management.

What courses are available?

The IMAA Academy has **8 media courses** focusing on:

- Media101
- TV101
- Cinema101
- OutofHome101
- Publishing & News101
- Audio101
- Regional101
- Digital101

In addition to the 8 media courses, the IMAA Academy also offers **10 skill-based courses**:

- Letter and Document writing
- Presentation skills
- Phone Skills
- Manage stress in the workplace
- Organise successful meetings
- Motivational skills and techniques
- Apply critical thinking skills in a team environment
- Handling customer complaints
- Oral communication for effective workplace presentations
- Delivering exceptional customer services

And **17 Leadership / Management Courses**:

- Apply Knowledge of WHS
- Manage People Performance
- Business Management: Business alternatives
- Coaching others to success
- Mentoring in the workplace
- Modern Slavery
- Business Management: Introduction to Small Business
- Business Management: The business world
- Business Management; Marketing
- Business Management: Planning
- Business Management: Record keeping and basic bookkeeping
- Business Management: Sales methods
- Business Management: Budgeting
- Business Management: Developing a 12-month business plan
- Business Management: Implementing a business plan
- Business Management: Reviewing progress in a new business
- Business Management: Improving profitability

How does an individual or organisation access the content?

After successfully registering for the IMAA Academy system, a welcome email will be sent to each user, which will include a link to set a new password for the platform. Users can log in using their email address and the newly created password. Once onboarded, users can access the content at any time via the Academy LMS platform, found at www.theimaaacademy.com.au.

How does the IMAA determine what content is delivered?

Upon payment, there is a registration form that needs to be completed on the user details. While all users will receive the eight modules, businesses can determine whether a staff member is junior or senior. Based on this classification, they will receive tailored content via the 'Business in a Box'.

How do you determine Junior or Senior?

As a guide, we have defined Junior as an individual who is new to the industry, with a maximum of two years of experience. On the other hand, a Senior is recognised as a Leader or Manager within the organisation. As outlined in the course curriculum below, Senior-level content encompasses delicate training on Performance Management and Coaching. However, it is ultimately at your discretion.

How does a user receive a badge?

Upon finishing each module and scoring 100% on the final quiz, the user will be awarded the corresponding badge for that particular course. If the user completes all courses and passes the final quiz, they will receive the black badge. It's important to note that all courses must be completed within a 12-month period.

How does an individual or organisation pay for the IMAA Academy?

Via the IMAA Academy website: www.theimaa.com.au/academy
The Academy is paid via credit card.

What does the IMAA Academy cost?

The Academy has two pricing structures;

1. **Members:** IMAA Agencies, IMAA Partners and Associations.
2. **Non-Members:** Students, Member clients, businesses, and the general public.

The individual courses (ex GST)

1. **Members:** \$79 per course
2. **Non-Members:** \$99 per course

The All inclusive course has been designed as a subscription product based on organisation size

Members (ex GST)*

- 1 - 5 = \$650
- 6 - 20 = \$1,250
- 21 - 50 = \$3,250
- 51 - 100 = \$5,000
- 101 Plus: POA - Please contact the IMAA Academy

Non-Members (ex GST)*

- 1 - 5 = \$799
- 6 - 20 = \$1500
- 21 - 50 = \$4,000
- 51 - 100 = \$6,500
- 101 Plus: POA = Please contact the IMAA Academy

(To determine the appropriate package for your organisation, consider the number of individuals needing access to the Academy. This includes staff who will take the courses and managers who may want to review their progress.)

What if our organisation expands and we need to upgrade our subscription to incorporate additional staff?

Upon initial registration, it's recommended that organisations consider any potential staff growth within the next 12 months. If a business needs to accommodate additional users and upgrade its subscription, the entire subscription must be repurchased. The IMAA recommends purchasing a subscription that extends beyond the business's current staff structure to account for future growth.

If my organisation purchases the IMAA Academy for our team, how can we track their progress?

To monitor a team's progress, organisations are required to buy the 'All-inclusive package'. Based on the staff subscription chosen, an organisation must include a membership for the manager. Managers can access a dashboard within the program that provides visibility into:

- All team members' progress. Including courses initiated and completed by a team member.
- Activities completed including listening to podcasts, watching interviews, and reviewing handbooks.

What if our organisation doesn't need all the allocated spots as part of the staff 'all-inclusive' subscription? Can we get a discount or leave some spaces open for new starters?

The IMAA Academy does not offer discounts. Each subscription lasts for 12 months and begins when a business is onboarded.

Businesses are not required to fill all available slots immediately; they may add new users at any time throughout the subscription period.

However, all users must complete their training within the 12-month subscription window.

What if we cancel our IMAA Membership or Media Partnership?

IMAA Members or Media Partners may have access to their membership suspended if they withdraw as a Member / Partner of the IMAA and have received the Member discount.

What if we decide we no longer want or need the IMAA Academy?

All purchases are non-refundable. The Academy does not guarantee that the courses or materials provided will meet your requirements.

What if my team doesn't complete the courses in 12 months?

The IMAA Academy subscription is valid for 12 months from the date that access is given to the first user. No refunds will be given if a user or organisation fails to access and complete the modules prior to their access expiration date. The organisation/user can repurchase the program for an additional 12 months; however, it will be at the current Academy rate.

Once I pay for the IMAA Academy, what is the process?

1. Credit card payment approved.
2. A registrations page will pop up, and the Agency contact must complete the enrollment form.
3. Send the completed form to support@theimaaacademy.com.au
4. Within 48 hours after the registration form is received, the user will receive a welcome email with the logins to the Academy.
- 5 Click on the START NOW button.
6. Set up a new password.
7. This will then take the user to a registration page and enter their login (email address) and newly created password.
8. Start the learning journey!



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