

For Immediate Release

## **FRESH INSIGHTS FROM COMMUNICATIONS GRADUATES**

### **First to complete revamped CAAP program**

(TORONTO: June 19, 2008) – Nearly 100 young agency, media and marketing communications practitioners from across Canada have just graduated from ICA professional development programs, including the first group to complete the rigorous CAAP accreditation, in its newly revamped format, focused on brand design and brand experience. (Other courses' graduating students included Fundamentals of Advertising (FoA), Certified Print Production Practitioner (CPPP), and Broadcast Commercial Production Course (BCPC).

CAAP is recognized as the industry accreditation standard for Canadian communications professionals. This year's group of graduates completed the two-year certification with a difference versus previous years. They experienced a revitalized curriculum featuring updated brand communications design and new-media integration.

"I think CAAP is a great lens for looking at the transformations that the industry is experiencing," says Darcy Montgomery (Velvet Rope Productions), who was honoured with a high achievement standing among this year's group of graduates. "The CAAP program helped me think more strategically about the work I'm doing for my clients. The focus on understanding and elevating brand across communications platforms was eye-opening for me."

"CAAP provides us with the ability to ask the right questions and to dig deeper in terms of finding the 'true value' and meaning behind brands for consumers," says Jerry Grymek (LMA Communications Inc.). Jerry was honoured with a high achievement graduate standing and also awarded the Katie MacTavish Memorial Award, given to the student who exemplifies the inspiring characteristics of a great future leader as determined by class vote. This award is given each year by Leo Burnett where Katie MacTavish had worked before tragically losing her life in a car accident at age 29.

Patti Legge (the collective) provided her take on the value of the revamped CAAP program: "The number one skill I am taking away from CAAP is how to find the 'sweet spot', that insight that makes your brand relevant, connecting to your target audience at an emotional level." Patti is this year's Gold Award winner for highest cumulative academic standing.

Recognizing the value that well-trained, aspiring young professionals bring to the marketing communications industry, there has never been a stronger need to invest in building skills early and over a professional lifetime. There is still time to register for the next CAAP program and other specialty courses, starting in September.

A detailed curriculum outline for all courses is available at [www.icacanada.ca](http://www.icacanada.ca), click on Professional Development Courses.

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**The Institute of Communication Agencies**, formerly the Institute of Communications and Advertising, founded in 1905, represents Canada's communications and advertising agencies. ICA's member agencies and subsidiaries account for over 80% of all national advertising in Canada. ICA promotes higher standards and best practices, and serves as the largest source of information, advice and training for Canada's communication and advertising industry, whose economic impact is worth \$19 billion annually. Each year, ICA member agencies also donate millions of dollars in pro bono work to help support over 100 local, regional and national charities and non-profit organizations. ICA develops initiatives, programs and best practice guidelines to help build better ICA agencies and so improve their real and perceived value to clients.

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