

NEWS RELEASE



ICA LAUNCHES NEW EXECUTIVE CAAP COURSE

TORONTO: January 11, 2008 – The Institute of Communication Agencies (ICA) is launching a new Executive CAAP (West) program in Vancouver this May at the UBC Robson Square (University of British Columbia, downtown campus).

A program information session will be held at DDB Canada in Vancouver on Wednesday, **January 23rd** from 5:30 pm – 6:30 pm. Early bird registration for the course is already open (www.icacanada.ca). The program will be delivered over 7 extended weekends, starting in May 2008 and ending the following May.

The Executive CAAP is designed to build skills for communications professionals. It is an essential development course for agency executives, marketing professionals and communication specialists who have at least 2-3 years of working experience and want to excel in the marketing communication industry. CAAP instructors are current practitioners and experienced facilitators who utilize real-world examples, including award-winning CASSIES business cases, to model best practices in the design of innovative communications solutions.

CAAP (Communications and Advertising Accredited Professional) is the only professional skills development program accredited by the Canadian communications industry.

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 approximately \$15 billion annually.

For more information, www.icacanada.ca

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