

For Immediate Release

Executive CAAP West program takes on the challenges of a new era in marketing communications

Industry-recognized certification enables young executives to step up and make their mark, while employers ensure the future of their organization

February 16, 2010 – Toronto, Ontario – The Institute of Communication Agencies (ICA) is returning out West with an updated Executive CAAP (Communications and Advertising Accredited Professional) program as part of a commitment to elevate professionalism and relevance in marketing communications education. The CAAP program is uniquely designed to help young executives develop their skills in managing the ongoing changes in the complex and fast-moving communications landscape.

Aimed at ambitious branding practitioners who have been working in the industry a minimum of 2 years and who are passionate and curious about marketing communications, the next Western market session of the Executive CAAP program will begin in May 2010. The program features a convenient curriculum design combining both Edmonton and Calgary markets.

“The CAAP program is about helping better equip young professionals in our industry with the skills they need to become agile practitioners,” said Suzanne Filiatrault, director of professional development, ICA. “To do this we’ve developed a group of talented instructors who also actively work in the profession, to ensure the learning is current and practical.”

The CAAP program is designed to inspire strategic creativity in a new era of marketing communications. It reflects new media learning and best practices that are associated with building effective consumer/brand engagement. Drawing on a combination of up-to-date, real-world insight and case-based examples, CAAP graduates gain the background, confidence and credentials they need to make their mark as exceptional brand communicators.

“CAAP offers an employer the opportunity to have their employees educated and trained by the top leaders in our industry, which is something no single agency can do by itself,” explained Jim Kabrajee, ICA Board Chair and CEO, Marshall Fenn Communications Ltd.

“For employees taking the course, the opportunity for practical training and hands-on experience from instructors who have spent much of their career in advertising and marketing is not to be missed. Having CAAP credentials on a CV is a sign of accomplishment and a signal that the candidate has a firm grounding in our business,” Mr. Kabrajee added.

CAAP is a recognized industry standard in Canada, uniquely designed to reflect the complex business challenges of the marketing communications industry. The program is divided into two terms: the first focuses on building communications business strategy, insight and briefing development skills; the second focuses on skills development in integrated brand communications planning. The total program provides an advanced learning experience to challenge students with case-based solution planning, skills application and teamwork dynamics.

Early bird registration for Executive CAAP West 2010 is effective until March 29, 2010. Full information regarding deadlines, course dates and fees can be found at www.caapcanada.ca.

About the ICA

The Institute of Communication Agencies (ICA) represents Canada’s communications and advertising agencies. ICA members collectively account for over 80 per cent of all national advertising in Canada, with an economic impact worth more than \$20 billion annually. ICA serves as a leading source of information, advice and industry education, promoting thought leadership, best practices and the elevation of professional standards.

ICA-led initiatives include thought leadership events, such as *FutureFlash* and *Advertising Week*, professional development forums such as *Ad Women of Toronto* and certification programs, such as the *CAAP* accreditation and the *Master’s Certificate in Brand Communications*. More information about the ICA and its initiatives can be found at www.icacanada.ca.

- 30 -

For additional information regarding CAAP please visit www.caapcanada.ca or contact:

Suzanne Filiatrault
Director of Professional Development
Institute of Communication Agencies
416.482.1396 or 1.800.567.7422 (ext. 227)
sfiliatrault@icacanada.ca

Susan Willemsen
President
The Siren Group Inc.
416.461.5270
susan@thesirengroup.com