

**MEDIA RELEASE**

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## **APMA LAUNCHES NEW CERTIFICATE IN EXPERIENTIAL MARKETING - TRAINING COURSES CALL FOR REGISTRATIONS**

The Australasian Promotional Marketing Association (APMA) announces the launch of a brand new course and is calling for registrations in Australia and New Zealand for both its training offerings. For the first time, the APMA is offering the Institute of Sales Promotion (ISP) Certificate in Experiential Marketing which is in addition to its existing internationally acclaimed APMA ISP Diploma in Promotional and Interactive Marketing.

The APMA ISP Certificate in Experiential Marketing is designed for all Australian and New Zealand entrants to the industry on both the agency and client side with the aim of delivering a strong, broad understanding of the Experiential Marketing industry focusing on its best practice workings. To cater for busy lifestyles, candidates can complete the course at their own pace and they have until September 2010 to finalise all elements including module tests, the field experience report and the response to the brief. For further support, course participants will have access to the ISP Education Online Resource providing course information, a depository for work and a feedback facility.

Heading into its fourth successful year, APMA's ISP Diploma in Promotional and Interactive Marketing is the only one of its kind in the Australian and New Zealand markets. Designed for people already working in the industry, the Diploma is the definitive Promotional and Interactive Marketing qualification and covers the role of promotional and interactive marketing, techniques, codes, legalities and project management.

"The APMA is committed to providing ongoing training and arming individuals with valuable new tools that will help them to deliver innovative, cost effective and best practice solutions. I can confidently say that our training offerings play an important role in ensuring that practitioners in our industry constantly evolve their skills and work not only by industry standards but by industry best practice," said David Lo, APMA Chairman.

"We have always had impressive registration numbers for our Diploma and we expect our new Certificate course to be just as popular. With such a large proportion of below the line budgets being allocated to experiential, training is overdue and the APMA, in conjunction with the ISP, is very pleased to be delivering on this," continued David.

**The APMA Secretariat**

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Registrations for the 2010 APMA ISP Certificate in Experiential Marketing and the APMA ISP Diploma in Promotional and Interactive Marketing are both now open with the closing date 29<sup>th</sup> January, 2010. For further information, visit [www.apma.com](http://www.apma.com) or alternatively email Kylie Green, APMA Education Portfolio Manager at [kylie@apma.com](mailto:kylie@apma.com).

**ENDS**

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***About the Australasian Promotional Marketing Association (APMA)***

The Australasian Promotional Marketing Association (APMA) represents leading Promotional Marketing Agencies in Australia and New Zealand. APMA focuses on being the leading authority on Promotional Marketing in the region and stimulating each APMA member agency to achieve the highest attainable level of professional excellence.