

Make your mark.
Find your voice
in the industry.

CAAP

*Communications industry
accreditation program*

Build your brand communications skills.

Make your mark by becoming an exceptional brand communications specialist. The CAAP program equips you with the confidence and the credentials to develop your voice in the industry. You will learn new skills, work with strategic tools and gain hands-on experience that combines academic rigour with real-world application.

CAAP can help you:

- Build your brand communications planning ability.
- Develop analytical and interpretive problem-solving skills.
- Become a bold communications business thinker.
- Focus your approach and inspire team performance.

Executive CAAP West 2010/11

Registration Dates

Early Bird Registration: [March 29, 2010](#)

Final Registration Deadline: [April 26, 2010](#)

Term One Course Dates*

Weekend 1: [May 14-16, 2010](#)

Weekend 2: [June 11-13, 2010](#)

*Fri. 9am-9pm, Sat. 9am-5pm, Sun. 9am-3pm

Location

Weekend 1: Edmonton, Grant MacEwan University

Weekend 2: Calgary, SAIT Polytechnic



Institute of
Communication Agencies

www.caapcanada.ca

Why CAAP?

The CAAP designation (Communications and Advertising Accredited Professional) is a recognized industry standard in Canada. It is uniquely designed to reflect the complex business challenges of the marketing communications industry. CAAP will help you to develop your voice in the industry and contribute effectively to the businesses you run. You will be challenged by a group of experienced practitioners using best practices and real-world learning from the communications profession.

Inspired learning

Learn the skills and approaches needed to become an exceptional brand communications practitioner. The program is divided into two terms. The first term focuses on building communications business strategy, insight and briefing development skills. The second term 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.

- Elevate business solution thinking
- Deconstruct complex problems
- Design insightful creative strategy
- Build brand communication plans
- Develop integrated planning skills
- Produce holistic media plans

Term One – Course Outline

May 14-16, June 11-13/2010

Logistics:

- The facility location for the program is split between Edmonton and Calgary.
- Session fees include lunch, dinner and refreshments.
- Students are responsible for their own travel and accommodation arrangements.
- Inquire about potential corporate hotel rate availability.

Evaluation approach

- Real-world case assignments.
- Online collaboration.

Weekend 1: Communications Business Strategy

- Learn the role of business strategy in developing strong communication solutions.
- Develop skill in deconstructing MARCOM challenges and identifying communications leverage points.
- Gather a tool kit of analytic approaches to help you more effectively build communications strategy.
- Apply your learning in real-world positioning case work.

Dates: May 14-16, 2010

Timing: Fri. 9am-9pm, Sat. 9am-5pm, Sun. 9am-3pm

Location: Edmonton, Grant MacEwan University

Weekend 2: Insight and Creative Strategy

- Explore the power of insight in building effective creative strategy.
- Uncover methods for finding and interpreting insight.
- Learn the building blocks of creative strategy and how to inspire great work.
- Apply your learning in real-world insight and creative strategy case work.

Dates: June 11-13, 2010

Timing: Fri. 9am-9pm, Sat. 9am-5pm, Sun. 9am-3pm

Location: Calgary, SAIT Polytechnic



Taking CAAP has had an immediate effect on the way I work and on the way I'm developing my career. The program helped me think more strategically about the work I'm doing for my clients.

Darcy Montgomery, CAAP grad 2008



CAAP provided me with the ability to ask the right questions and to dig deeper to find the 'true value' of brands for consumers.

Jerry Grymek, CAAP grad 2008

Who should attend?

The CAAP program is designed for passionate and curious brand practitioners with at least two years of industry experience.

– Agency professionals (Account, Media & Creative) – Brand communications specialists – Marketing professionals

Instructional approach

CAAP instructors are all current communications practitioners and experienced educators. Each instructor in CAAP has been carefully chosen to inspire learning in their area of expertise and to bring real-world insight into the classroom.

Your learning will extend beyond the classroom as you interact with instructors and peers online in CAAP's private collaborative environment. The site is an exciting new addition to CAAP, which will enable students to actively participate in stimulating their own learning.

You'll find detailed instructor bios and information about the program's online environment at www.caapcanada.ca.

Term Two – Abridged Course Outline

Sept. 2010 to May 2011

Evaluation approach

- Team-based, applied learning projects.
- Online collaboration.
- Team coaching.

Weekends 1 & 2: Integrated Brand Communication Planning – Design

- Learn how branding informs communication solutions and develop an appreciation for the power of brand narrative.
- Explore methods for integrating brand thinking into communication planning.
- Develop approaches for focusing communication planning on key drivers of decision-making.
- Approach brand communications design as a holistic solution that blends consumer, community and culture.

Dates: Two sessions (Sept. & Nov. 2010)

Timing: Fri. 3pm-9pm, Sat. 9am-5pm, Sun. 9am-3pm

Location: Edmonton, Grant MacEwan University

Weekends 3 & 4: Integrated Brand Communication Planning – Delivery

- Explore the communication landscape (both mainstream and emerging media) and build skill in developing integrated thinking.
- Understand how media planning approaches are changing to reflect new rules of consumer engagement.
- Explore Marketing Public Relations (MPR), digital and social media, and develop an understanding of the growing impact of social mobility on brand communications delivery.

Dates: Two sessions (Jan. & Mar. 2011)

Timing: Fri. 3pm-9pm, Sat. 9am-5pm, Sun. 9am-3pm

Location: Calgary, SAIT Polytechnic

Weekend 5: Innovation Pitch Project – Delivery

- Leverage the total course learning in a year-end communications pitch for a new product innovation.
- Form pitch teams, identify consumer focus, define innovation, build brand identity and communications strategy.
- Pitch your work team work in a final session to a panel of experts.

Date: May 2011

Timing: Fri. 3pm-9pm, Sat. 9am-5pm

Location: Calgary or Edmonton location TBD



Right after graduating from CAAP, I was promoted to supervisor. I was able to immediately use knowledge from the program to help develop better communications solutions for clients.



Sean Weller, CAAP grad 2006



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Tuition Payment Schedule. Please check one:

| | Term One | Term Two (Part A) | Term Two (Part B) |
|------------------------------------------------|------------------------------------|------------------------------------|----------------------|
| EARLY BIRD RATE (Plus GST) | Until Mar. 29, 2010 | Until July 12, 2010 | N/A |
| <input type="checkbox"/> ICA Member – Employee | \$2088 | \$1980 | -- |
| <input type="checkbox"/> ICA Club Rate | \$2404 | \$2295 | -- |
| <input type="checkbox"/> Non-Member | \$2720 | \$2610 | -- |
| STANDARD RATE (Plus GST) | After Mar. 29, 2010 | After July 12, 2010 | Due by Jan. 10, 2011 |
| <input type="checkbox"/> ICA Member – Employee | \$2320 | \$2200 | \$2200 |
| <input type="checkbox"/> ICA Club Rate | \$2670 | \$2550 | \$2550 |
| <input type="checkbox"/> Non-Member | \$3020 | \$2900 | \$2900 |
| Full Module Payment Due: | April 26, 2010 | Sept. 13, 2010 | Jan. 10, 2011 |
| Registration deposit: | REQUIRED (\$500 non-refundable) | REQUIRED (\$500 non-refundable) | EXEMPT |

Please include applicable GST (GST Registration #R107508509)

Executive CAAP West 2010/11 – Term One Registration Information

Early Bird Deadline: March 29, 2010

Registration Deadline: April 26, 2010

A non-refundable deposit of \$500 is required with registration.

The remaining Term One tuition fees are due by April 26, 2010.

Term One Dates: May 14-16, June 11-13, 2010

Participant Information

Name _____

Position _____ Organization _____

ICA Member Non-member

Address _____

City _____ Postal Code _____

Office Phone _____ Ext. _____ Home Phone _____

Email (primary contact address) _____

Payment Information

Please indicate your preferred method of payment:

Visa MasterCard Cheque (payable to ICA) Invoice my company

Amount of payment _____ (Please include GST)

Cardholder's name _____ Card number _____ Expiry _____

Name of invoice recipient, if other than course registrant _____

Email of invoice recipient _____

PROGRAM CONTENT POLICY: Fees, dates and/or course content are subject to change from previously published information at any time. ICA reserves the right to cancel this program should enrolment levels fall short of guidelines. PAYMENT POLICY: A deposit of \$500 is due with Term One registration. The deposit is fully non-refundable, unless the program is cancelled by ICA. The balance of Term One tuition is due no later than April 26, 2010. Registration into Term Two is based on successful completion of Term One. REFUND POLICY: To receive a standard refund, notification of enrolment cancellation must be received in writing no later than April 26, 2010. The non-refundable deposit of \$500 will be deducted to meet administrative costs and any remaining balance will be refunded. After April 26, 2010 and up to May 18, 2010 only 50% of tuition (less the non-refundable deposit) is eligible for a refund and only for such reasons as relocation, serious illness or other exceptional circumstances. After May 18, 2010, no refunds will be given. All refund requests must be received in writing. PRIVACY POLICY: The ICA will only use your information to complete this transaction, to administer your education program and to announce information relevant to the courses in which you are enrolled. We do not share, rent or sell personal information to anyone.

From time to time, the ICA may notify you about other education offerings – if you do NOT wish to be contacted for promotional purposes, please check here:

To Register

FAX: (416) 482-1856

EMAIL (scans accepted): mpollock@icacanada.ca

MAIL (including cheque payments): ICA, 2300 Yonge St., Ste. 3002, Box 2350, Toronto, ON, M4P 1E4

For More Information

Please contact Meghan Pollock, Manager, Professional Development at (416) 482-1396 ext. 228 or mpollock@icacanada.ca.