



Why learn with IAB?

In its quest to empower the digital media and marketing industry to thrive in today's economy, the IAB SA is committed to professional development and the elevation of knowledge, skills and expertise across the industry. To this end, we offer digital training courses that are relevant and in keeping with the ever-changing educational needs within the industry.

The IAB SA makes accessible its global courses which are designed to help industry professionals understand the digital advertising ecosystem. These courses provide engaging video-based professional training suitable for all levels, whether onboarding new employees, creating a common language across your teams, or expanding your digital marketing capabilities.

We are also pleased and privileged to amplify some of the local training courses and digital skills assessment programmes offered by our Educational Body members at discounted rates to fellow IAB members. Continue browsing to find what's suitable for you.

TRAINING - ONLINE

Digital Fundamentals

R4750 ex VAT – IAB members

R6 500 ex VAT – Non-Members

In this interactive online course, you will gain a high-level understanding of the digital advertising ecosystem as well as common terminology and essential processes that are used throughout the ad tech industry. By the end of this course, you will be able to understand fundamentals of buying, selling, measuring, and optimizing media, develop a foundational knowledge of digital media

Who Should Register?

- Recent graduates or anyone new to the digital media industry
- Sellers of traditional media transitioning to selling digital inventory
- Agency representatives looking to have more informed conversations with clients

formats and how they work, as well as learn the digital media terms you need to navigate the digital advertising ecosystem.

- Marketers looking to understand how their message reaches the consumer

BOOK FOR IAB DIGITAL FUNDAMENTALS TODAY

TRAINING - ONLINE

Programmatic 360

R4750 ex VAT – IAB members

R6 500 ex VAT – Non-Members

Automation decoded:

Automation has reinvented digital advertising. In this online course, you'll learn how the programmatic ecosystem is structured and gain a better understanding of the tools and technologies that enable automated advertising campaigns. You'll be prepared to have more informed conversations with clients and colleagues and better equipped to execute efficient advertising campaigns.

Who Should Register?

- Agencies representatives looking to use programmatic inventory to meet client goals
- Media sellers looking to have more informed conversations with buyers about programmatic inventory
- Brands marketers looking to include programmatically purchased ads in their marketing mix
- Advertising operations professionals looking to better understand programmatic best practices

BOOK FOR IAB PROGRAMMATIC 360 TODAY



The Digital Marketing Aptitude test

Setting the global standard for digital marketing excellence

Set the standard for digital marketing excellence and make sure you've got the best digital marketing skills in your organisation. Understand and validate your team's digital strengths and weaknesses with a standardised global assessment. IAB SA members receive a 20% discount.

[READ MORE ABOUT THE DMAT
HERE](#)

[ACCESS YOUR IAB MEMBERSHIP
20% DISCOUNT HERE](#)

Why attend the IAB Insight series?

As part of the IAB Learning and Development platform the IAB South Africa launched the IAB Insight Series to create open and free access to #continuouslearning on key areas of growth in digital media and marketing and share smart, actionable and motivating insights to make better digital decisions. Ensure you have booked your (free virtual) seat to the next episode on the 21 October 2021 at 11am - see more below.

The IAB Insight Series is also approved for 2 CPD points at CMSA level under Marketing, by the Marketing Association of South Africa.



IAB INSIGHTS EPISODE 31: DIGITAL INFLUENCER MARKETING

Our 31st episode is led by the IAB SA Digital Influencer Committee, who provide an organising structure to enable the discussions and development of guidelines, best practice and benchmarking for Digital Influencer Marketing in South Africa. We will also look at case studies across the digital influencer marketing opportunity, as well as hear from the Digital Influencer Marketing Committee on the latest definitions and guidelines. The live webinar is free to attend and open to the full industry. The webinar recording will be made available to IAB SA members on the IAB SA member portal as an IAB SA member benefit. Episode 31 is brought to you by our IAB Insight partners Gumtree, Everlytic, Ornico and Bizcommunity.

[REGISTER FOR YOUR FREE SEAT
TO ATTEND EPISODE 31 TODAY](#)

[ACCESS THE DIGITAL INFLUENCER
MARKETING DEFINITIONS PAPER](#)



**IAB INSIGHTS EPISODE 32:
DIGITAL VIDEO MARKETING
25 NOVEMBER 2021: 11am - 12 noon**

Our final #IABInsights episode for 2021 addresses the opportunity to achieve your business objectives through Digital Video marketing. To attend this webinar register below; and to sponsor this episode, email Marketing@iabsa.net

[REGISTER FOR EPISODE 32 HERE](#)

#Continuouslearning

About the IAB South Africa

The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media & marketing industry to thrive in a digital economy. We do this through our connected culture and accessible access to experts and expertise, enabling you to make better digital decisions with smart, motivating and actionable insights.

For more information on the IAB SA [click here](#).

To subscribe to our IAB SA monthly newsletter [click here](#).

To sign up for IAB SA membership on our member portal directly, [click here](#).

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