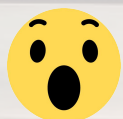




THE IMAA AND FACEBOOK UNIVERSITY

AN INITIATIVE TO EMPOWER AUSTRALIAN INDEPENDENT MEDIA AGENCIES



FACEBOOK



THE TEAM



HARRY LOWES
HEAD OF INDEPENDENT MEDIA
AGENCIES
ANZ



NIKITA SRINIVASAN
PARTNER MANAGER
ANZ

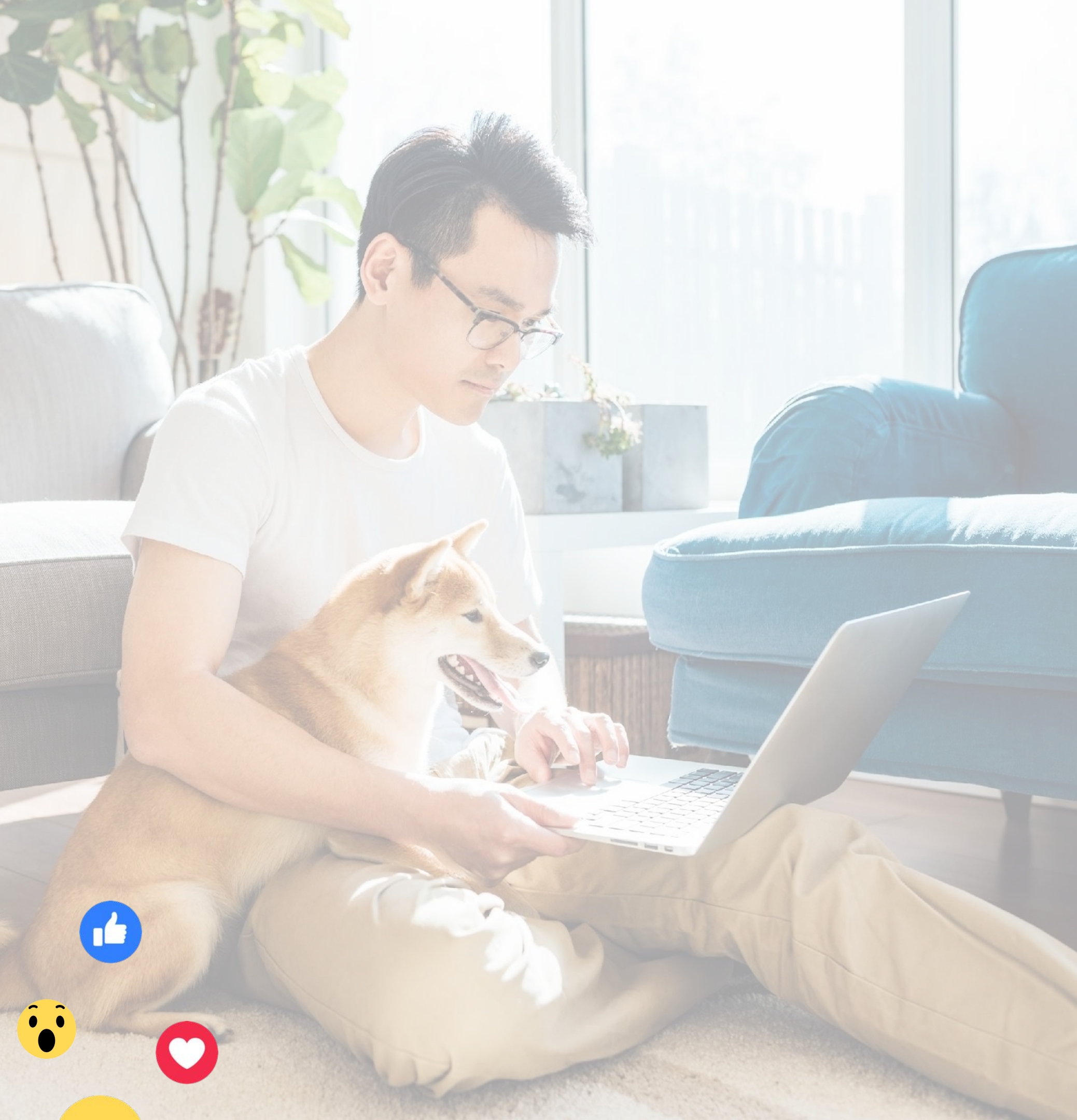


EMMA SHIPLEY
PARTNER MANAGER
ANZ



TIM SHARP
FACEBOOK BUSINESS
PARTNERS
APAC





AGENDA

1. The University
2. Program specifics
3. Next steps





“We are really excited to be involved with Facebook and the launch of the IMAA University. Australia's rolling lockdowns in various states and working from home models have created many challenges and skills gaps in our industry as people are unable to meet and learn in office environments. This means that education has never been more important for the independent agency sector. The IMAA's key focus is ensuring our member agencies have access to key education initiatives for their people and keeping them ahead of the curve, which is what this partnership will achieve.”

SAM BUCHANAN, GM IMAA





THE UNIVERSITY



THE UNIVERSITY

Designed for IMAA members

1. Fuel Business success – access to agency specific learning tools, sales materials and campaign best practice.
2. Talent Development – access to Blueprint vouchers, spotlight and live sessions and tailored leadership trainings through Own The Room.
3. Access to the wider FB ecosystem – attend roundtables, thought leadership sessions and webinars.





PROGRAM SPECIFICS

The Facebook Business Partner program, Learning & Development, Leadership training



FACEBOOK BUSINESS PARTNERS **THE AGENCY HUB**

One digital platform for all your everyday campaign needs and resources to help you become a strategic partner for your clients.

Accessible via BMID.



Prepare - Find tools and resources to onboard clients, mockup ads, and use signals to better understand your audience.

Plan & Create - Define your strategy, get insights, and develop creative that prompts action.

Deliver - Use bidding strategies and creative tools to scale and drive performance.

Measure - Learn measurement best practices and effective experiment design to help achieve business goals.



LEARNING & DEVELOPMENT

Leverage learning tools from Blueprint, Measurement and Creative teams to enhance knowledge across Facebook apps



- **Blueprint Online Courses**

Blueprint offers free online courses on a variety of advertising topics such as targeting, bid strategies, ads manager, campaign objectives, measurement and more to help sharpen your knowledge. Learn at your own pace, about what is most relevant to you.

- **Blueprint Spotlight Online**

Short-form training sessions designed to deep dive into a specific advertising topic. We have a library of over 20 topics, like how to build brand video strategies, conversion optimizations, ad implementation, and creative best practices and more. Training sessions are approximately 1 to 2 hours.

- **Blueprint Live Training**

Blueprint Live sessions teach Media Buyers and Media Planners effective marketing techniques for real-life situations. The trainings focus on the fundamentals needed to build successful media campaigns—including defining business goals, determining the appropriate target audiences, measuring outcomes, and more.

- **Facebook Certification Vouchers**

IMAA member exclusive

Before you schedule your exams, collect your complimentary voucher, which will cover the cost of our Facebook Certification exams.



L&D: FACEBOOK CERTIFICATIONS

Proctored exams and accredited Facebook certification in areas such as:



THE VALUE OF A FACEBOOK CERTIFICATION



AGENCY Employer

Grow new business

Develop and recruit talent with
Facebook platforms and

services knowledge

Retain existing clients and talent



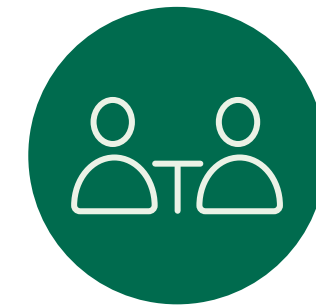
AGENCY Candidate

Attain new skills and get a
verifiable badge that can help you:

Stand out from the pack

Grow your role and your resume

Drive business results



AGENCY CLIENT Brand

Increased ROI and achievement
of business goals






More data-driven campaigns

Heightened trust in their agency
team


L&D: LIVE TRAINING, EVENTS, UPDATES

Access to regular, up-to-the minute sessions from Facebook experts:




FACEBOOK Blueprint     

September 2021




Create for a Mobile World - Creative Strategy - Sep 29 | APAC | English
Wednesday, Sep 29, 2021 at 5:30 AM to 7:00 AM CEST
Location: APAC | Language: English | Instructor: James Allen [More Details](#)

Enroll



Measure Creative Impact - Creative Strategy - Sep 30 | APAC | English
Thursday, Sep 30, 2021 at 5:30 AM to 7:00 AM CEST
Location: APAC | Language: English | Instructor: James Allen [More Details](#)


Enroll



Direct Response Bootcamp Workshop - Sep 30 | APAC | English
Thursday, Sep 30, 2021 at 6:30 AM to 8:30 AM CEST
Location: APAC | Language: English | Instructor: Preetham Pais [More Details](#)


Enroll

October 2021




Introduction to Measurement Methodologies: From Business Goals to KPIs - Marketing Science - Oct 4 | APAC | English
Monday, Oct 4, 2021 at 7:00 AM to 9:00 AM CEST
Location: APAC | Instructor: Ashwini Bissa [More Details](#)

Enroll




Blueprint Live Virtual Training | Media Fundamentals - Oct 5 | APAC (ANZ) | English
Tuesday, Oct 5, 2021 at 12:30 AM to 5:30 AM CEST
Location: APAC | Instructor: James Allen [More Details](#)

Enroll








Blueprint Live Virtual Training | Media Planning - Oct 6 | APAC (ANZ) | English
Wednesday, Oct 6, 2021 at 12:30 AM to 5:30 AM CEST
Location: APAC | Instructor: James Allen [More Details](#)


Enroll



Cross-Border Business: A framework to guide your expansion into new markets - Oct 6 | APAC | English
Wednesday, Oct 6, 2021 at 6:30 AM to 8:00 AM CEST


Enroll

FACEBOOK Blueprint     




Cross-Border Business: A framework to guide your expansion into new markets - Oct 5 | LATAM | Spanish
Tuesday, Oct 5, 2021 at 4:00 PM to 6:30 PM CEST
Instructor: Eliana Masci [More Details](#)

Enroll



Cross-Border Business: A framework to guide your expansion into new markets - Oct 6 | APAC | English
Wednesday, Oct 6, 2021 at 6:30 AM to 8:00 AM CEST
Location: APAC | Language: English | Instructor: Preetham Pais [More Details](#)


Enroll



Catalog on Facebook - October 14 | EMEA | Russian
Thursday, Oct 14, 2021 at 2:00 PM to 3:30 PM CEST
Location: EMEA | Language: Russian | Instructor: Igor Zinatulin [More Details](#)


Enroll

November 2021



Develop Your Brand With Video on Facebook - Nov 9 | NORAM | English
Tuesday, Nov 9, 2021 at 6:00 PM to 7:00 PM CET
Location: NORAM | Instructor: Martha Pena [More Details](#)

Enroll



Catalog on Facebook - Nov 11 | NORAM | English
Thursday, Nov 11, 2021 at 7:00 PM to 8:30 PM CET
Location: NORAM | Instructor: Alex Proujansky [More Details](#)

Enroll



LEADERSHIP TRAINING

Join us for exclusive, interactive skills development workshops led by Own the Room.

Deliver Difficult Messages open to current FBP members, sign up via Hub

Learn to break down three types of difficult conversations and how to navigate them more effectively.

[8 Oct, 12pm - 1.30pm AEDT](#)

Executive Presence IMAA member only exclusive - 40 spots available

Learn how to communicate at a deeper and more impactful level.

[17 Nov, 1pm - 2.30pm AEDT](#)

[9 Dec, 12noon - 1.30pm AEDT](#)

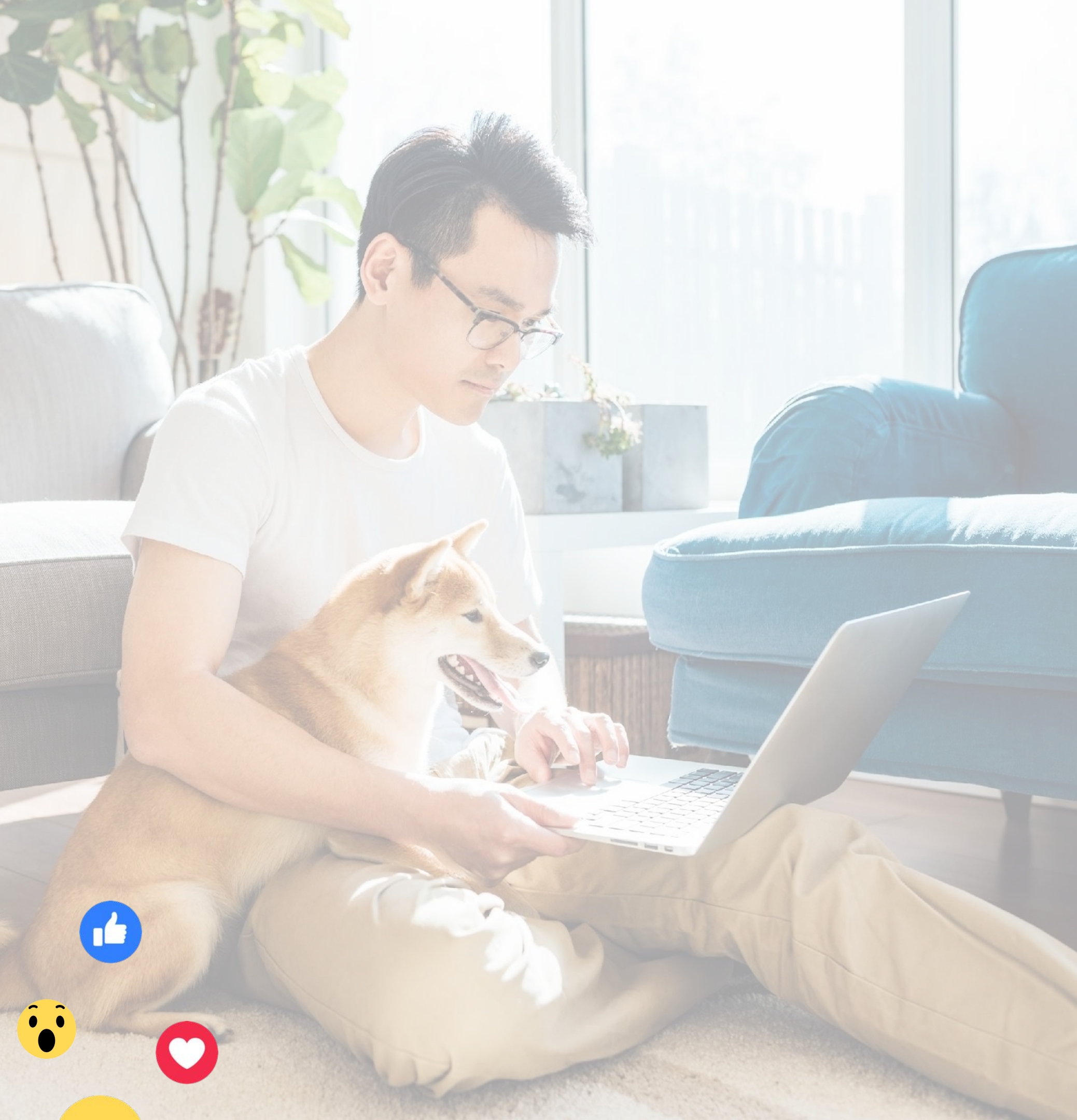
Note: only 1 session per person





NEXT STEPS





NEXT STEPS



1. Share the launch with your team
and enroll in the program
2. Sign up to the [FBP platform to
access more benefits](#)
3. Feedback on participation, required
support and future focus areas
through our survey



THANK YOU!

