

**Foundation Level  
Qualification**  
**MIPA Accredited**



# Commercial Certificate

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Written by the IPA Finance Policy Group, this qualification has been created to give future industry leaders an education in agency finance, to help with those important client conversations and to build the understanding that you need to create great work that delivers a great profit.

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**Format** Eight hours of online learning, culminating in a 30 minute online exam.

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**Audience** Primarily for Senior Account Manager and Account Director level (or equivalent), the qualification is also suitable for any staff that want to raise their commercial nous and get a better understanding of the commercial factors influencing agencies and clients.

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**Content** The IPA Finance Policy Group has generated the content, and drawn on input from Kingston Smith for the section about clients' financial affairs. The qualification is made up of seven sections, which will each form a learning path in the online programme:

**The Language of Finance** This learning path introduces the roles and responsibilities within a finance department as well as the key stages within the financial planning and reporting process.

**KPIs – The Key Numbers for Agencies** This learning path looks at KPIs including the different KPIs that can be used to measure any number of metrics across an organisation and their importance.

**Fees – How Agencies are Paid** Here we explore how fee payment structures have evolved over recent times as well as both the advantages and disadvantages of various models of payment.

**Finance and Production** Finance is a key element of everybody's role within a creative agency because how an agency handles finances is essential for success. This learning path looks at some of the financial processes adopted within a creative agency including the new business process, scope of work and payment process. It also examines a typical TV production process and the stages and tasks that need to be completed to ensure a TV commercial is delivered successfully.

**Finance and Media Agencies** Finance is also a key element within a media agency.

This learning path looks at media specific finance issues including credit insurance, client approval process and media bookings.

**Contracts** A key part of any client/agency relationship is the contract that governs that relationship. Although some clauses of the contract are legal in nature, most are commercial points that should be understood by the account teams working on the client account. This learning path concentrates on some of the key points to be aware of when negotiating or complying with the terms of a contract.

**Client P&L** Understanding the client profit and loss account enables agencies to discuss and agree with the client how success of a campaign or advertising intervention will be measured and, perhaps, how the agency will be paid. This learning path looks at some of the financial terminology likely to be used by clients and the potential measures and metrics by which success could be measured.

**Exam:** The qualification is open throughout the year; except when the content is going through an annual update. The exam is taken after the online learning is complete. A certificate of completion is awarded to all delegates who successfully pass the exam.

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Find out more at [ipa.co.uk/MIPA](http://ipa.co.uk/MIPA)