

IAB Enriches Educational Offering with Launch of On-Demand Training

Top-Tier Interactive Training Delivered Anytime, Anywhere

NEW YORK--The Interactive Advertising Bureau (IAB) today announced the launch of "IAB Professional Development On-Demand," a comprehensive educational program for both seasoned advertising and marketing professionals and individuals seeking in-depth training on the fundamentals and latest tools, techniques and best practices in interactive advertising. The IAB also announced two recent additions to the On-Demand curriculum, developed in partnership with the University of San Francisco and the Internet Advertising Institute (IAI).

"There is a broad need for more and better training as digital media grows and changes practically every day," said Randall Rothenberg, President and CEO, IAB. "The IAB Professional Development On-Demand program is designed to provide access to the best experts and guidance in the field of online media."

Since the launch of its Professional Development Program in early 2009, the IAB has sought out the industry's leading practitioners as instructors and partnered with several prominent training providers to supplement its own seminars.

The additions to "IAB Professional Development On-Demand Training" announced today include the following programs:

- University of San Francisco, Master Certificate in Internet Marketing provides advanced training and credentials that attest to interactive marketing expertise. Experts share practical applications and strategic best practices covering all facets of digital marketing, including website usability, blogs, Web 2.0, search engine optimization (SEO), web analytics, viral marketing, affiliate marketing, social media, and prepares individuals for certification.
- The IAI has created a comprehensive curriculum covering the essentials of digital marketing as well as selling and buying online display, social media marketing, search engine marketing, video and mobile marketing. Engaging on-demand training is tailored for the seller, buyer, in-house (client-side) marketer and executive/business owner. Program content is developed and updated quarterly by an advisory council of active industry leaders.

"The partnership between the IAB and the Internet Advertising Institute is in response to a growing Internet advertising industry demand for comprehensive training and education," said David J. Moore, Chairman of the IAB, IAI Co-Founder and 24/7 Real Media Chairman and Founder. "The IAB and the IAI are committed to offering the advertising sales community affordable and accessible training tools to help further careers and promote learning."

"'IAB Professional Development On-Demand' allows media professionals and those looking to enter the digital media industry access to the IAB's expert-led seminar series from the convenience of their desktop," said Jonathan Busky, Director of Education, IAB. "Now people from across the country and even overseas can learn from the great instructors who lead our courses at the IAB."

"IAB Professional Development On-Demand" coursework qualifies towards the 40 hours required to obtain the IAB Certificate in Digital Advertising, a new educational credential designed to demonstrate understanding of the fundamentals of online marketing and advertising.

For more information or to register for "IAB Professional Development on Demand" please visit http://www.iab.net/professional_development

About the IAB:

The Interactive Advertising Bureau (IAB) is comprised of more than 460 leading media and technology companies who are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.iab.net&esheet=6318954&lan=en_US&anchor=www.iab.net&index=2&md5=632c3d0878f365a695b3b7c8871822f9
