



IAB Europe Academy - FAQ

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1. What is the IAB Europe Academy?

The IAB Europe Academy is an educational programme that offers training courses designed for digital advertising professionals. Our goal is to provide the digital advertising workforce with the skills, knowledge, and certifications needed to stay at the forefront of the digital advertising landscape.

2. What is the IAB Europe Academy Learning Platform?



The IAB Europe Academy Learning Platform is a Learning Area for all IAB Europe Academy participants that provides access to resources relevant to their selected course.

3. Who are the IAB Europe Academy courses designed for?

Our courses are designed to meet the needs of digital professionals at all levels, from beginners just entering the digital advertising field to seasoned experts looking to stay updated on the latest industry trends and best practices.

4. What topics do the IAB Europe courses cover?

The IAB Europe Academy currently offers training programmes on *Retail Media Essentials* and *Environmental Sustainability in Digital Advertising*. These areas are rapidly evolving and represent the future of the digital marketing industry. By focusing on these emerging areas, the IAB Europe Academy provides professionals with the knowledge and skills to navigate new market demands.

5. Why is Retail Media Important?

Retail Media represents the third wave of digital advertising and is one of the fastest-growing segments in the industry, projected to reach 31bn Euros by 2028. This growth is fueled by the surge in e-commerce and the increasing reliance on first-party data.

6. Why is Environmental Sustainability important?

Environmental Sustainability is a crucial topic for the future of advertising, as the industry shifts toward more eco-friendly practices.

7. Who develops the course content?

All courses are developed by industry-leading experts and practitioners associated with IAB Europe.

8. What is the format of the courses?

The courses are delivered through an engaging and interactive IAB Europe Academy Learning platform built for the IAB Europe Academy. They include a mix of live (2 hours) sessions, text-based resources, graded quizzes, and interactive Q&A sessions. The Retail



Media Essentials Course is **one 2,5-hour live session covering five short modules**. The Environmental Sustainability in Digital Advertising is **five 2-hour live sessions** covering four detailed modules and additional questions and answers from participants.

9. How long do the courses take to complete?

The duration of each course varies depending on the topic and depth of content. Each course is structured in a different format. The *Retail Media Essentials* Course consists of one live session of 2,5 hours divided in 5 sections. At the end of each session participants will be invited to take a quiz to test their knowledge. The *Environmental Sustainability for Digital Advertising* Course consists of 5 live sessions of 2 hours with access to background material on the IAB Europe Academy Learning platform.

10. Will I receive a certificate upon completion?

Yes! Upon successfully completing a course, you will receive a digital certificate from the IAB Europe Academy.

11. How much do the courses cost?

The Environmental Sustainability for Digital Advertising Course costs 1300 EUR (excl. VAT) / 1573 EUR (incl. 21% VAT) and the Retail Media Essentials costs ~275 EUR (excl. VAT) / 333 EUR (incl. 21% VAT) . Please note that according to the Belgian legislation the Belgian VAT should be applied to all transactions regardless of the location of the course participant.

COURSE	PRICE CATEGORY	PRICE INCL. VAT*	21% VAT	PRICE EXCL. VAT
ENVIRONMENTAL SUSTAINABILITY	PRICE WITH 10% OFF	€1,415.70	€115.70	€1,142.70
ENVIRONMENTAL SUSTAINABILITY	FULL PRICE	€1,573.00	€273.00	€1,300.00
RETAIL MEDIA	PRICE WITH 10% OFF	€299.70	€52.01	€247.69
RETAIL MEDIA	FULL PRICE	€333.00	€57.79	€275.21

Members of IAB Europe and Members of National IABs can benefit from a 10% discount. For more information please email academy@iabeurope.eu.



12. How do I enroll in a course?

Enrollment is simple! Continue your visit on www.iabeurope.academy, select the course you're interested in, and follow the registration process. Once registered, you'll receive access to the IAB Europe Academy Learning platform and can begin familiarising with the course content immediately.

13. Can I access the course materials after I've completed the course?

Yes, you will have continued access to the course materials even after completion. This allows you to revisit the content whenever you need a refresher or want to dive deeper into a specific topic.

14. Is there any support available if I have questions during the course?

Absolutely! You can reach out to our support team via email to academy@iabeurope.eu if you have questions or need further assistance while completing the course.

15. Are there group or corporate training options?

Yes, we can offer tailored training solutions for groups and corporate teams. For more information on group and customised training options, please contact academy@iabeurope.eu directly to discuss your needs.

16. How often will new courses be added?

We continuously monitor industry trends and developments to keep our curriculum relevant and up-to-date. We plan to expand our offering to include more cutting-edge topics as the industry evolves. You can check www.iabeurope.academy frequently to review our latest courses.

17. How can I stay updated on new courses and news about the IAB Europe Academy?

You can stay informed about our latest courses, news, and updates by subscribing to the [IAB Europe Academy mailing list](#), or visiting our www.iabeurope.academy.