

## Certify your Digital Marketing Professional Competences with DIMAQ

IAB Hellas

Athens, Monday 13<sup>th</sup> of November 2017

Digital Marketing Qualification (DIMAQ) by IAB Hellas

DIMAQ (Digital Marketing Qualification) certification is a programme of standardization of knowledge and competence among industry professionals. It allows industry professionals to confirm their competences, streamlines the communication between marketers and agencies, and aids employers in assessing the level of knowledge and skills of their employees, acting as an essential element of both motivation and recruitment activities.

DIMAQ acts as a tool of effective assessment of industry qualifications, improves the quality of the offered services, and builds market trust. It is compliant with the principles of the European Qualifications Framework and is part of the IAB Europe Endorsement Programme.

DIMAQ covers not only global issues, but also those specific to a given regional sector of e-marketing (e.g. legal issues). The DIMAQ examination assesses knowledge in the scope of digital marketing on a general level (professional). It covers matters from 12 areas, including strategy and planning, display advertising, social media and content marketing, mobile marketing, cyberlaw, e-commerce, programmatic, and analytics. Every certificate is compliant with the principles of the European Qualifications Framework.

Benefits for employers
a tool and process to verify employees' knowledge and competence
facilitation in recruitment process and employee development plans
contributes to company competitiveness in the market of digital services, and the increasing expectations of marketers and advertisers across Europe
a solution to a more coherent communication process between advertisers and digital marketing service providers

Benefits for employees
a Certificate and proof of competence in the area of digital marketing
exclusive access to a structured knowledge base on professional digital marketing and to discounts for attending local and international market events such as DMXco, ICEE fest, IAB Mixx etc
a significant asset in an all encompassing digital environment that covers 12 areas including strategy and planning, display advertising, social media and content marketing, mobile marketing, cyberlaw, e-commerce, programmatic, and analytics
a validated certificate recognized and acknowledged by marketers and advertisers across Europe

### **Examination & Preparatory trainings**

The examination is an online test. It contains both single choice and multiple choice questions, and there are no open-ended questions. Each registrant for the DIMAQ Examination takes the test at a computer station provided and made available by the organizer.

DIMAQ exams are conducted under IAB Hellas auspices at the EGG Premises, and are taken using an online platform. The DIMAQ exam is composed of 80 questions, covering 12 areas, with a duration of 60 minutes.

Preparation for the examination: individual (self-study) or taking advantage of IAB Hellas training offer with preparatory sessions that increases Pass Rates from other IAB countries experiences.

If you wish to organize a group preparatory for the examination program in your company premises or other selected place, please contact our Program Manager: Adda Kirkili, [dimaq@iab.gr](mailto:dimaq@iab.gr) +30.6936683358

Tests are taken at IAB Hellas appointed seat egg - enter•grow•go", the incubation, acceleration and co-working programme offered by Eurobank in cooperation with Coralia (<https://www.theegg.gr/en/pages/upodomi>), 190 Syngrou Avenue 176 71 Kallithea, Greece. As said the test lasts 60 minutes. There are a few formalities to be handled before the test, and you will be asked to wait for the exam results after the exam, so please allow about 2 hours for the whole event.

If you would like to find out more on how IAB Europe endorses DIMAQ, the programme setting the standards of knowledge and competencies in the sector of digital marketing do visit the following link:

<https://www.iabeurope.eu/all-news/member-press-releases/press-release-iab-europe-endorses-dimaq-the-programme-setting-the-standards-of-knowledge-and-competencies-in-the-sector-of-digital-marketing-more-european-iabs-to-introduce-dimaq-certification/>

## **IAB AND DIMAQ COMMITTEE ACKNOWLEDGEMENTS**

**Neophytos Economou,**

**General Manager IAB Hellas**

IAB Hellas decided to launch the Digital Marketing Certification DIMAQ, serving the mission of the Greek and also the European association to invest in education. Therefore digital business in Greece has now its own certification, appealing to the publishers, agencies, advertisers, marketers and the total Greek online advertising ecosystem.

**Costis Paikos,**

**eBusiness Services Manager, Eurobank S.A acting as Secretary General & Head of Education IAB Hellas**

As Digital is growing on a rapid pace, the need for companies to recruit high caliber, well-educated professionals becomes imperative. DIMAQ acts as a cross industry market standard, providing companies with a valuable tool in order to evaluate and assess the competence of potential partners. For professionals, the certification is a global passport to the emerging digital world.

**Adda Kirkili,**

**Business Transformer & Digital Accelerator – acting as DiMaQ Program Manager & Master Trainer**

I am honoured to be part of the streamlined certification process under the brand name Digital Marketing Qualification - DiMaQ empowering Marketing & Digital professionals to certify their competences and enhance knowledge base by successfully being granted a significant asset in shaping one's career path. On the same note i find DiMaQ to be an important milestone for companies and employers to adopt benchmarks and facilitate recruitment processes as well as employee development and growth.

**Andreas Staios,**

**Digital Director UM – acting as DIMAQ Trainer**

It is very difficult for an industry to evolve without well educated people and adaptation of new trends. IAB now gives to our market the opportunity to learn, participate and finally evolve further with digital marketing qualification. These are great news for our market. Personally, I am very happy and excited to participate as a DIMAQ Trainer, hoping that I will contribute to that effort and to our market upgrade. Good luck to everyone!!!

**Georgia Zacharaki,**

**Digital Director Tempo OMD – acting as DIMAQ Trainer**

I am honored and truly excited to work for the DiMaQ – the first programme of standardization and verification of digital marketing competence available in Greece. In the constantly evolving world of digital marketing our industry needs now more than ever a tool to stimulate employees' development and verify their knowledge and competence. DiMaQ is the ultimate tool to facilitate the process of recruitment and of planning of development paths for current marketing and advertising professionals.

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