

Adapting the IPM Diploma in Motivation for IMA members

Prepared for: **IMA**

Prepared by:

Chris Bestley

IPM Director of Education



About the IPM

- Only trade body dedicated to Promotional Marketing with membership from all interest groups – Agencies, Clients and Suppliers
- 250+ corporate members
- Nearly 30 years of ‘the industry training itself’
- All courses designed specifically for the industry, by the industry – both content and format
- Also offer:
 - Annual Awards Scheme
 - Legal Advisory Service



The Education Portfolio includes:

Distance learning courses:

- Diploma in Motivation
- Diploma in Promotional Marketing
- Certificate in Promotional Marketing
- Certificate in Experiential Marketing

And on one day courses:

- Fundamentals of Motivation
- Fundamentals of Promotional Marketing
- Measuring Promotional Effectiveness
- Shopper Marketing



The opportunity

- To involve other European countries in the IPM Diploma in Motivation, with the help of the IMA
- Our Diploma in Promotional Marketing currently has candidates in UK, Eire, Australia, and New Zealand, all working on the same core course with one variant module (legal & code)
- We are currently working with Greece to develop an adapted version for them with a view to rolling this model out to other members of the Integrated Marketing Communications Council (IMCC) of the European Association of Communication Agencies (EACA).
- This same model could be applied to the Diploma in Motivation with the help and support of IMA members



How the Diploma in Motivation works

- **Distance learning** – emphasis on learning, not teaching – delivering resources and structure for maximum assimilation of knowledge
- Candidates study 7 modules of content and answer 14 questions and one set brief in 20 weeks
- All candidates make one submission at end of course and these are marked by team of *volunteers* from industry
- Marks represent: Fail; Pass; Credit; Distinction
- Achievement recognised by industry and looked for by employers



What the course covers

Module 1 – An introduction to motivation

- What is motivation and why is it important to businesses today?
- The development of motivational theory
- The evolution of motivation programmes
- Some definitions
- Employee engagement
- Some typical case histories
- How motivation programmes fit in with the business plan
- Who uses motivation programmes?
- The motivation industry today and tomorrow

Module 2 – The Performance improvement process

- Setting objectives
- Researching your target audience – the human audit
- Measurement and structure
- Communication
- Skills development
- Reward & recognition

Module 3 - Structure & measurement

- Introduction
- Defining a structure
- Measuring and monitoring ongoing performance
- Motivation techniques
- Standards & values based programmes
- Tactical campaigns
- Developing a performance improvement strategy over time
- Global trends
- The law and code of practice



Module 4 – Knowledge and skills development

- The role of learning and development in performance improvement
- Tackling performance through learning and development
- Top performers
- Knowledge, skills and attitude
- What is the best way to teach something?
- Participation and motivation to learn
- Measurement – the first and last consideration
-

Module 5 – The communication process

- Introduction
- The Two-way model
- The stages of effective communication
- Who is sending the message?
- Target audiences
- Content of the message
- Creative treatment and timings
- Conflicting messages
- Message medium
- Received and understood
- d. The communications/creative brief
-

Module 6 – Reward & recognition

- What about cash?
- Reward choices
- Incentive travel
- UK events and activities
- Vouchers and pre-loaded cards
- Stored-value cards
- Merchandise
- Online redemption of rewards
- Recognition
- Employee benefits



Module 7 – Project management

- The role of an agency
- The role of Project Manager
- Project process
- Considerations when planning a project
- Risk and disaster recovery
- Terms and conditions of business
- Return on investment
- Benefits in kind taxation and NI
- VAT
- Costing a programme
- Budgeting for overseas events
- Obtaining quotes
- Budget reviews

Appendix A – Inland Revenue Guidance Notes

Appendix B – Acknowledgements

- All the above are covered by over 120 pages of detailed study notes, developed over 6 years
- The course is run entirely from our online resource, which contains everything the candidates need for their studies.

The following screengrabs are intended to give a flavour of the content...

The Institute of Promotional Marketing

The Institute of Promotional Marketing

Gateway for Chris Bestley

Welcome to the IPM Education Gateway. Click below to access:

- IPM Diploma in Promotional Marketing
- IPM Diploma in Motivation
- IPM Certificate in Experiential Marketing
- IPM Certificate in Digital Promotions

You will only need to use your access key code for your first visit.

Academy
the place for graduates

If you wish to change any aspect of your registered details you can do so using the buttons below:

[Edit profile details](#) [Edit postal address](#)

Log out Chris
Switch user
Contact us

Top | Help | Privacy | Terms of use | 09/03/2011

IPM Diploma in Motivation - Windows Internet Explorer

http://www.ipmlearning.org.uk/welcome.asp?CID=C20060510113858-420359196

IPM Diploma in Motivation

IPM Diploma in Motivation

The Institute of Promotional Marketing

Home

Chris Bestley (Not?)

Welcome to the IPM Diploma in Motivation online resource

Click the two highlighted squares to find out about the Learning Centre and the Resource Centre.

RESOURCE CENTRE

LEARNING CENTRE

Click here to go to the Online Tests:

[Online tests](#)

Personal Profile

Learning Centre

- Module 1
- Module 2
- Module 3
- Module 4
- Module 5
- Module 6
- Module 7
- Resource Centre

Internet | Protected Mode: On | 150%

IPM Diploma in Motivation - Windows Internet Explorer

http://www.ipmlearning.org.uk/view.asp?M=undefined&Dsp=undefined&ID=Main

Resource Centre

- Contents
- Back to Personal Profile
 - Back to Learning Centre
 - Resource Centre Home
 - Course Manual
 - Study Notes
 - Course Papers
 - About the Institute of Promotional Marketing
 - Tutorials
 - Case Studies
 - Weblinks
 - Downloads
 - Immersion Day - 8th July
 - Results - Class of 2010
- Course Manual
 - Study Notes
 - Course Papers
 - About the Institute of Promotional Marketing
 - Tutorials
 - Case Studies
 - Weblinks
 - Downloads
 - Immersion Day - 8th July
 - Results - Class of 2010

Search

FAQs

Recently visited:

- About the Institute of Promotional Marketing
- Tutorials
- Course Manual
- Study Notes
- Course Papers
- Case Studies
- Weblinks
- Downloads
- Immersion Day - 8th July
- Results - Class of 2010

Done

IPM Diploma in Motivation - Windows Internet Explorer

http://www.ipmlearning.org.uk/view.asp?CID=C20060510113858-420359196&ID=D20060201152840-882502175

Resource Centre

Study Notes

Back to Personal Profile

Back to Learning Centre

Resource Centre Home

Course Manual

Study Notes

Course Papers

About the Institute of Promotional Marketing

Tutorials

Case Studies

Weblinks

Downloads

Immersion Day - 8th July

Results - Class of 2010

Search

FAQs

Study Notes:

You can download the study notes (complete or in bite-sized chunks) by clicking on the links below:

- Complete Study Notes
- Study Notes Modules 1&2
- Study Notes Modules 3&4
- Study Notes Modules 5,6&7

You will need PDF reading software to view these documents. If you do not have this, you can download it free from Adobe's website:

Get Adobe Reader

If you find that a document will not open directly when you click on the link, please select the "save" option and save the document to your desktop before opening it.

Top Printer friendly Bookmark

IPM Diploma in Motivation - Windows Internet Explorer

http://www.ipmlearning.org.uk/view.asp?CID=C20060510113858-420359196&ID=D20060215152244-400997545

Resource Centre

Case Studies

Back to Personal Profile

Back to Learning Centre

Resource Centre Home

Course Manual

Study Notes

Course Papers

About the Institute of Promotional Marketing

Tutorials

Case Studies

Weblinks

Downloads

Immersion Day - 8th July

Results - Class of 2010

Search

FAQs

Download the Case Studies by clicking the links below

- IntraComm EWIA Case Study
- Computers R Us
- Network Case Study
- AA-Now! Qdos Case Study
- Ford Thunderbirds Case Study
- HP Procure Rewards Case Study

You will need PDF reading software to view these documents. If you do not have this, you can download it free from Adobe's website:

Get Adobe Reader

If you find that a document will not open directly when you click on the link, please select the "save" option and save the document to your desktop before opening it.

Top Printer friendly Bookmark

http://www.ipmlearning.org.uk/view.asp?CID=C20060510113858-420359196&ID=D20060201161430-996785450

Resource Centre

- ▶ Back to Personal Profile
- ▶ Back to Learning Centre
- ▼ Resource Centre Home
- Course Manual
- Study Notes
- Course Papers
- About the Institute of Promotional Marketing
- Tutorials
- Case Studies
- Weblinks
- Downloads
- Immersion Day - 8th July
- Results - Class of 2010

Search
FAQs

Weblinks

Motivation resources:

- Incentive Marketing Association (US), www.incentivemarketing.org
- Incentive Central (US), www.incentivecentral.org
- Eventia – The Events Industry Association, www.eventia.org.uk
- International Society for Performance Improvement, www.ispi.org
- Performance Improvement Council (US), via Incentive Central
- SITE International, www.site-intl.org

www.incentivemag.com

www.inlandrevenue.gov.uk

The website of the Institute of Promotional Marketing:

www.theipm.org.uk

The Market Research Society:

www.mrs.org.uk

IPM Diploma in Motivation - Windows Internet Explorer

http://www.ipmlearning.org.uk/view.asp?CID=C20060510113858-420359196&ID=D2006020105946-554895774

Resource Centre

Downloads

- ▶ Back to Personal Profile
- ▶ Back to Learning Centre
- ▼ Resource Centre Home
- Course Manual
- Study Notes
- Course Papers
- About the Institute of Promotional Marketing
- Tutorials
- Case Studies
- Weblinks
- Downloads
- Immersion Day - 8th July
- Results - Class of 2010

Search
FAQs

Downloads

Sales Rewards and Incentives by John Fisher - ebook £20

This ebook can be downloaded directly to your PC. 'Sales Rewards and Incentives' is a compact book - ideal as a first introduction or management summary. The ebook gives essential insight into all the key sales drivers such as account management, handling complex sales, selling services, FMCG selling, customer relationships and self-development for sales people. To order, click the link below:

www.ebookmall.com/ebook/133540-ebook.htm

The British Code of Advertising Sales Promotion and Direct Marketing from:

www.cap.org.uk

The PhonePayPlus Code of Practice from:

www.phonepayplus.org.uk

IPM Diploma in Motivation - Windows Internet Explorer

http://www.ipmlearning.org.uk/listing.asp?CID=C20060510113858-420359196&SctID=1&ModID=16&AreaID=5

Learning Centre

Online Tests > Module 1 > Exam 1 (of 8) Chris Bestley

- ▶ Personal Profile
- ▼ Learning Centre
- Module 1
- Module 2
- Module 3
- Module 4
- Module 5
- Module 6
- Module 7
- ▶ Resource Centre

Welcome to the test based on Module 1 of the Motivation Diploma Study Notes. There is no time limit on the test but you only have two attempts at it. Once you have submitted your answer, you cannot go back to it. You have two weeks in which to take this test before the next module test is released.

Remember, the results won't count towards your final marks - the tests are just an aid to learning and to keeping the course at the top of your mind.

For further details, refer to the Course Manual which you can download from the Resource Centre.

Good Luck
The ISP Education Team

- This is your 1st attempt
- You are allowed to submit up to 2 attempts
- There are 8 pages of questions, in total

(BPI) Code of Practice:

Last updated: 08/04/2011 13:13:20

[Back to Learning Centre](#) [Send your feedback](#)

Internet | Protected Mode: On

150%

The Institute of Promotional Marketing

www.theipm.org.uk

Where to now?

We would very much appreciate the opportunity of working with the IMA on developing a version of the course that will be relevant and accessible in other european countries and we look forward to hearing from you.

Chris Bestley

chris@ameba-zebra.co.uk

01372 459 354

**The Institute of
Promotional Marketing**

www.theipm.org.uk



Adapting the IPM Diploma in Motivation Europe

Prepared for: **IMA**

Prepared by:

Chris Bestley

IPM Director of Education

