**Information Request:** **Training Services and Fee Structures**

**Requested by ASA**

**JULY/2024**

***Background & Questions:***

EASA and ICAS members have responded to a request for information from the ASA UK.

The ASA UK are currently undertaking a review of when and what they charge for their advice and training, with a view to seeking additional income from either charging more, or introducing charges where there are currently none.

ASA would like to ask other SROs whether or not they provide training to industry in the form of:

* **Live training presentations (face to face or online)**
* **eLearning modules**
* **Bespoke training**
* **Guest speakers**
* **Anything else**

And whether the above are offered free of charge or at a cost (and if the latter, *how much do you tend to charge?)*

***Summary:***

A total of 30 SROs shared information relevant to the information request, which included topics on live training presentations (face to face or online), eLearning modules, bespoke training, guest speakers, and any other forms of training.

***Information:***

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| --- | --- |
| **Country - SRO** | **ANSWERS** |
| **Australia** **–** ([**Ad Standards**](https://adstandards.com.au/)**)** | Ad Standards Australia offers live training presentations (online and face to face), guides and industry resources that are available on our website, and bespoke training on request. We tailor our advice and training to an organisation as required. We also are sometimes invited by other industry bodies to present to their members as part of their own training offerings.  We are just about to officially launch some online resources which include two learning bites (learning modules), quick reference guides and case studies. You can find these on our website at the following link:  <https://adstandards.com.au/education/>  In the past we have also offered and delivered guest presentations to marketing students as part of university courses.  The Australian Association of National Advertisers (AANA) self-regulatory team (the team who develop the advertising codes) also offer their members free advice and training. They have recently created some eLearning courses which they are planning to launch soon. Their courses will initially be launched to their members for free, and then to non-members for a fee.    All our offerings are free of charge. The cost is free for any of our offerings and personalised training. If an organisation would like us to give a face-to-face training presentation, we may charge them the cost for travel, but mostly these are now delivered online. |
| **Australia - (**[**ABAC**](https://www.abac.org.au/)**)** | * **Live training presentations (face to face or online) -** free annual interactive industry webinar on latest trends. * **eLearning modules -** free online training course that includes recorded presentations on each Code standard from our Panel Chair * **Bespoke training -** bespoke in-house 90-minute workshops at $900 for our signatories and $1,200 for non-signatories * Guest speakers - we take up **opportunities** to speak at industry functions - usually one or two a year and don’t charge a fee * **Anything else?**[**https://www.abac.org.au/education-training/**](https://www.abac.org.au/education-training/)and pre-vetting advice which we do charge for<https://www.abac.org.au/abac-pre-vetting-service/> |
| **Austria - (**[**ÖWR**](https://www.werberat.at/)**)** | * **Live training presentations:** Setting up a platform for future training courses; no current data available. * **eLearning modules:** Plans to implement eLearning modules in the short/medium term. * **Bespoke training:** No specific bespoke training mentioned. * **Guest speakers:** No specific mention of guest speakers. |
| **Brazil - (**[**CONAR**](http://www.conar.org.br/)**)** | CONAR Brazil does not yet have a structured educational area or learning program.  The need for such activities has already been pointed out and we expect to develop them in the short/medium term. Our Digital Working Group is preparing an educational campaign with the aim of raising awareness among influencers and small businesses.  Regarding invitations as guest speakers, we generally accept invitations to participate in events at universities, educational, research institutions and in panels organized by public authorities. We do not yet have a fee/charge policy for participations as guest speakers or trainings. |
| **Canada -** ([**Ad Standards**](http://www.adstandards.com/)**)** | We currently offer the following types of training.  To understand rates, it is important to know that “members” of Ad Standards (Canada) are those who voluntarily pay a monthly membership rate to support the work of the SRO. I hope this is helpful.   * **Live training presentations (face to face or online)**   Online = free.  Face to face, non-members pay cost recovery for rental/food.  Rate varies depending on venue.   * **eLearning modules – N/A** * **Bespoke training**   Free for members; $1500 for non-members   * **Guest speakers –** may be included in other webinars/seminars, at no additional cost**.** Usually included at in-person AGMs. |
| **Chile – (**[**CONAR**](http://www.conar.cl/)**)** | * **Live training presentations (face to face or online)** YES, we do * **eLearning modules**We are working on it, right now * **Bespoke training** YES, we do * **Guest speakers** * **Anything else?** Workshops with practical cases     **Workshops for the Universities, mainly for free.  Bespoke training and learning, we do charge according with the amount ot participants, the complexity of the request subject and hours involve.**  **That’s depends of the request task and the number of hours involve. Most of the training are provided probono for the board directors, so we do not have to pay extra to guest speakers.** |
| **Cyprus - (**[**CARO**](https://fed.org.cy/)**)** | * **Live training presentations:** CARO provides live training presentations, both face-to-face and online. * **eLearning modules:** No specific eLearning modules mentioned. * **Bespoke training:** Offers bespoke training upon request, available free for members and possibly for a fee for non-members. |
| **France – (**[**ARPP**](https://www.arpp.org/)**)** | * **Live training presentations (face to face or online):** Yes. * **eLearning modules:** Yes. * **Bespoke training:** Yes.   See Annex I. |
| **Germany – (**[**DWR**](https://werberat.de/)**)** | * **Live training presentations:** DWR offers seminars and conferences, some with negotiable fees for speakers. * **eLearning modules:** No specific eLearning modules mentioned. * **Bespoke training:** Provides seminars and workshops tailored to industry needs. * **Guest speakers:** Engages lawyers as speakers for conferences and seminars. * **Anything else:** Offers specialized seminars at discounted rates for members |
| **Germany – (**[**ZAW**](https://www.wettbewerbszentrale.de/)**)** | * **Live training presentations:** ZAW provides live training (face-to-face and online). * **eLearning modules:** ZAW does not currently offer eLearning modules. * **Bespoke training:** Available, often combined with live sessions. * **Guest speakers:** Occasionally speaks at universities and other events. * **Anything else:** Shares SRO rules and conducts sessions free of charge |
| **Greece – (**[**SEE**](https://www.easa-alliance.org/members/greece/)**)** | * **Live training presentations:** Provides training to committee members and advertisers/agencies, formerly paid but now offered free of charge. * **eLearning modules:** No specific eLearning modules mentioned. * **Bespoke training:** Offers bespoke training for specific sectors. * **Guest speakers:** Plans to involve guest speakers as needed. * **Anything else:** Training for committee members is free. Training seminars for advertisers or agencies previously charged (1,500 euros for a 4-hour seminar) but now provided for free as a service to the market. |
| **Hungary – (**[**ÖRT**](https://www.ort.hu/)**)** | * **Live training presentations:** ÖRT conducts 20-25 training sessions annually, both face-to-face and online, covered by annual membership fees. Non-members can request training for a fee ranging from 500 to 1000 EUR. * **eLearning modules:** ÖRT currently does not offer eLearning modules. * **Bespoke training:** ÖRT provides bespoke training upon request. * **Guest speakers:** Guest speakers are not typical but occasionally involved in workshops and webinars with authorities. * **Anything else:** Workshops and webinars with authorities are provided, free for members. |
| **India - (**[**ASCI**](https://ascionline.in/)**)** | The Advertising Standards Council of India (ASCI) has launched its pioneering initiative ASCI Academy to build a preventive footprint in advertising self-regulation in August 2023. This initiative undertakes upskilling through training and workshops for all stakeholders in the ecosystem.  **1.**    **Live training presentations (face-to-face or online)**  **Workshops for** **Emerging Professionals -** ASCI offers in-person workshops designed to engage with the Emerging professional community. These sessions introduce the importance of self-regulation and explain its processes in a comprehensive and interactive manner.  **2.**    **eLearning programs**  ASCI Academy's Certification Courses empower current and emerging professionals to stay updated with the evolving regulatory and self-regulatory landscape. These courses help protect their campaigns and brands from disruptions and disrepute.  Following are the current 2 programs:  a.       **The ASCI Guide to Responsible Advertising** - is a comprehensive 120-minute e-learning certification course for brand, marketing, regulatory compliance, and creative teams. This course offers an in-depth and nuanced understanding of the ASCI Codes and Guidelines. The e-learning module includes relevant case studies and scenarios that illustrate the intricacies of the Code, bringing these principles to life.    b.      **The ASCI Responsible Influencing Playbook** - is a concise and engaging 120-minute program, divided into mini-modules designed for content creators and influencer marketing teams. This program helps influencers grasp the importance of responsibility in advertising, particularly when endorsing brands. This playbook not only enhances skills in ethical endorsements and disclosure but also educates influencers about their legal obligations, ensuring they remain protected.    For both the programs the learner can take an assessment and receive a certification upon successful completion.  **3.**    **Bespoke training**–  **ASCI Masterclass:** The ASCI Masterclass is a half-day immersive workshop specially curated for an organization’s marketing, creative and regulatory teams. It is designed to deliver an immersive experience with interactive formats through in-depth case studies that provide a nuanced understanding of the applicability of the ACSI code and guidelines, the workings of the ASCI jury, and much more.  The ASCI masterclass has been a great success among top advertisers, significantly enhancing how teams approach advertising campaigns. The workshop is available in both on-site and hybrid formats.  **4.**    **Guest speakers**  ASCI actively participates in various industry events serving as a jury member for prestigious awards, delivering keynote speeches, and contributing as expert panelists. ASCI is engaged in at least four events across the country. These events are organized by various entities such as advertising agencies, media platforms, and other industry organizations. The topics discussed at these events are diverse and cover issues impacting the advertising industry. Key topics include the impact of the latest trends in advertising, regulatory compliance, ethical standards, and the effects of advertising on consumers and society.  **5.**    **Anything Else –**  **Faculty Development Programs**: ASCI conducts training for faculty teaching advertising, media and communications, law, and allied fields in ethical advertising. Faculty are provided with take-to-class material which they may utilize in the classrooms. The content is shared digitally through a learning management system and is rich in information based on real-world case studies.  **6.**    **Costs of the Programs:**  The program costs are as follows:  **E-learning-**  o   The ASCI Guide to Responsible Advertising - INR 3500/   approximately USD 42  o   The ASCI Responsible Influencing Playbook - INR 2358/ approximately USD 28  **ASCI Masterclass** - INR 413,000/ approximately USD 350  **Faculty Development Programs and Emerging Professional training sessions**- are provided free of cost to stakeholders. |
| **Ireland – (**[**ASA IE**](https://adstandards.ie/)**)** | * **Live training presentations (face to face or online):** ASA IE Provided live training sessions (face-to-face) on an ad-hoc, request-based approach in the past. Planning to incorporate more webinars. * **Bespoke training:** Yes, through ad-hoc live training sessions. * **Guest speakers:** ASA IE has been invited to speak on webinars**.** * **Anything else:** Considering how to provide training more effectively; using EASA IMST program as a pilot for charging. About the cost, currently free; planning a blend of free and chargeable content. |
| **Luxembourg – (**[**CLEP**](https://www.clep.lu/)**)** | * **Live training presentations:** Provides live training presentations. * **eLearning modules:** No eLearning modules available. * **Bespoke training:** Offers bespoke training. * **Guest speakers:** Engages guest speakers as part of training activities. |
| **New Zealand – (**[**ASA**](http://www.asa.co.nz/)**)** | * **Live training presentations (face to face or online) Yes** * **eLearning modules Under consideration** * **Bespoke training Yes** * **Guest speakers No** * **Anything else? Resources including short videos / guides for industry** For example <https://www.asa.co.nz/industry-guidance/videos/>      1. Whether the above are offered free of charge or at a cost.   We charge for some live training and for bespoke training.  We provide three webinars a year on topics we select for members to attend / view later – free of charge     1. If you charge, how much do you charge for the training?   A generic webinar (ASA 101) is currently $450 plus tax  <https://www.asa.co.nz/industry-guidance/education-and-training/>  A bespoke webinar from the Chief Executive with Q and A is $1,250 plus tax (if in person, add travel costs) |
| **Philippines –(**[**ASC**](https://asc.com.ph/)**)** | 1. The Ad Standards Council (ASC) in the Philippines conducts regular orientations for the members of its member-associations, as well as advertisers/creative & digital agencies who are not members of the 7 member-associations. This is either done face-to-face or virtual. The sessions are free of charge.  This is normally done as a refresher course or when there are new provisions that are being implemented. For the latter, the ASC issues a Circular to all industry members to inform them at least one month before the effectivity of the new provision(s). 2. We also hold refresher courses for industry volunteers who signed up as volunteer panelists for case hearings. Case hearings are held when an advertiser or agency files a case against a communications material of a competitor. This is free of charge. 3. The ASC also holds special orientations upon the request of members, e.g.,  advertisers, creative agencies, digital agencies and even broadcast networks, who are into ad creation for their advertiser clients. This is free of charge. 4. For **special orientations being requested by non-members**, the ASC normally charges a **fixed rate of P30,000 ( or US$513)** per session, regardless of the number of participants, and done either virtually or face-to-face.  The session is normally 3 hours long, including Q&A portion.  The ASC also provides a copy of the presentation deck, which includes examples pertaining to product categories relevant to the requesting party and a link to the ASC website where they can download a copy of the ASC Code of Ethics and Standards. |
| **Romania – (**[**RAC**](https://www.rac.ro/en)**)** | * **Live training presentations:** RAC offers online live training presentations. * **eLearning modules:** Soon to launch eLearning modules for influencers. * **Bespoke training:** Available upon request from specific companies or member companies. * **Guest speakers:** Collaborates with guest speakers from ad associations. * **Anything else:** Plans to introduce influencer certification, currently offered free of charge. |
| **South Africa – (**[**ARB**](http://arb.org.za/)**)** | * **Live training presentations (face to face or online) YES** * **eLearning modules YES** * **Bespoke training YES** * **Guest speakers SORT OF** * **Anything else?**   We designed an “ARB 101” course with one of the big advertising schools – you can see the course blurb here: <https://www.redandyellow.co.za/course/responsible-advertising-and-the-advertising-regulatory-board/>  (I am sure they would be happy to give the UK one free access if needed)  With that, we have done two webinars with another one coming next week – those were all free.  There is also an online Influencer short course coming, also with Red & Yellow.  We offer training directly – see our offering with prices here: <https://www.arb.org.za/training.html> (Just scroll down after the above course is discussed)  Industry take up of this is very low.  We also have done a project this year with AfricaCheck, a fact checking organisation – we did one morning workshop at R800 a head (about 40 euros) and will do another one later in the year. The take up was lower than hoped – about 20 people – but they absolutely loved it so maybe it has legs. This is the guest speaker aspect – Africa Check talked about general fact checking and we talked about substantiation.  I also talk at anything that I am invited to and try to push to do a kind of “ARB 101” at those things – for free.    Costs above or in links. |
| **Spain – ([Autocontrol](https://www.autocontrol.es/autocontrol-eng))** | * **Live training presentations (face to face or online):** Yes, AUTOCONTROL offers various types of live training activities, with 90% conducted online to maximize reach. * Courses:   + **Objective:** Provide a comprehensive view of advertising regulation and self-regulation, focusing on legal and ethical aspects from a theoretical-practical approach.   + **Speakers:** Generally, only AUTOCONTROL staff.   + **Format:** Online.   + **Duration:** 8 to 40 hours.   + **Number of attendees:** 15 – 40 people.   + **Fee:** Paid. * Seminars:   + **Objective:** Train and update on advertising regulation and self-regulation in specific sectors (e.g., food, cosmetics, pharmaceuticals) or media (e.g., regulation in television or Internet) or on very specific topics (e.g., self-regulation, privacy, data protection).   + **Speakers:** Generally, only AUTOCONTROL staff.   + **Format:** Online or face-to-face.   + **Duration:** 2 to 6 hours.   + **Number of attendees:** 70 – 100 people.   + **Fee:** Some seminars are free, others are paid. * Workshops:   + **Objective:** Train and update on advertising regulation and self-regulation in specific sectors or media, or on very specific topics.   + **Speakers:** Public administration, representatives from other entities/associations, and AUTOCONTROL staff.   + **Format:** Face-to-face or hybrid.   + **Duration:** 4 to 7 hours.   + **Number of attendees:** 70 – 100 people.   + **Fee:** Some workshops are free, others are paid. * Webinars:   + **Objective:** Update on advertising regulation and self-regulation on very specific topics.   + **Speakers:** Generally, AUTOCONTROL staff, with occasional representatives from Public Administration or other entities.   + **Format:** Online.   + **Duration:** 2 to 3 hours.   + **Number of attendees:** 40 – 80 people.   + **Fee:** Some webinars are free, others are paid. * News Up:   + **Objective:** Brief informational session, 30 minutes, to discuss the latest developments in advertising regulation and self-regulation, either generally or by sector, or to address a current issue.   + **Speakers:** AUTOCONTROL staff.   + **Format:** Online.   + **Duration:** 30 – 45 minutes.   + **Number of attendees:** 100 – 200 people.   + **Fee:** Exclusive and free for AUTOCONTROL members. * In-house Training:   + **Objective:** Specific training program on advertising regulation and self-regulation, including data protection and privacy, tailored to the specific needs and circumstances of the company.   + **Speakers:** AUTOCONTROL staff.   + **Format:** Online.   + **Duration:** 2 to 4 hours.   + **Number of attendees:** 10 – 20 people.   + **Fee:** Paid. * **eLearning modules:** AUTOCONTROL currently does not offer eLearning modules, but plans to implement this in the short/medium term. They do provide a free training program for professionals and consumers on advertising regulation and self-regulation, aimed at improving their understanding and competencies in this area, through educational videos structured in four modules. * **Bespoke training:** Yes, AUTOCONTROL offers in-house training, developing specific programs on advertising regulation and self-regulation, as well as data protection and privacy, tailored to the specific needs and circumstances of the requesting company. * **Guest speakers:** Yes, guest speakers are involved in certain training activities such as seminars and workshops. These sessions often feature representatives from Public Administration or entities directly related to the topics being discussed. * **Anything else:** * News Up sessions**:** A new type of informational activity exclusive and free for AUTOCONTROL members, providing updates on advertising regulation and self-regulation. * Discounts and subscriptions: Paid courses offer lower rates for professionals from companies and associations that are AUTOCONTROL members. Registrants also receive a free 3-month subscription to their monthly magazine. * Training costs: Around 50% of training activities are free of charge. The cost for the rest varies based on the category and duration of the training, ranging from a 1-hour webinar for 75 EUR to in-house training sessions costing between 800 - 1,000 EUR per hour. |
| **Switzerland – (**[**SLK/CSL**](https://www.faire-werbung.ch/de/)**)** | * **Live training presentations:** SLC does not provide live training presentations or bespoke training. * **eLearning modules:** No eLearning modules available**.** * **Bespoke training:** Does not offer bespoke training. * **Guest speakers:** Provides guest speakers upon request, with fees in individual cases. |
| **The Netherlands – (**[**SRC**](https://www.reclamecode.nl/)**)** | * **Training presentations and bespoke training**   SRC offers training to external parties, explaining how self-regulation works, how the complaints procedure is carried out, and practically explaining the rules of the Dutch Advertising Code using decisions from the Advertising Code Committee and the Board of Appeal.  This is a general introductory training and costs 150 euros per participant.  Additionally, SRC offers a training course on ‘Reclame via Social Media & Influencer Marketing’ where participants learn the main rules of the Dutch Advertising Code and how to be transparent and collaborate with influencers/brands.  This training also costs 150 euros per participant.  Both the general introductory training and the influencer marketing training are offered twice a year.  Finally, there is a training course available on request, the 'Misleading Advertising and Price Indication' training, and it is possible to organize a customized training for an (industry) organization or company.  SRC charges 1000 euros for a personalized training.  SRC offers all training sessions face-to-face, online, or hybrid.   * **E-learning modules**   In collaboration with industry associations DDMA and BvA, SRC has developed e-learning for influencers.  At the end of each module, the influencer must take a small exam, and upon successfully completing the e-learning, the influencer receives a 'certified influencer certificate.'  The influencer is listed in the public certified influencer register, allowing advertisers to see if the influencer they want to collaborate with is certified.  Currently, this e-learning and the certificate are free. However, starting in August, this will cost 50 euros.  Video uploaders who are affiliated with SRC will receive a discount code for this.  The certificate is valid for one year from the date of issuance. This means that the influencer must retake the module annually and pay 50 euros every year.   * **Guest speakers**   Occasionally, SRC is invited as guest speaker at an event or for example a guest lecture at an university.  SRC does not charge anything for this. |
| **Turkey – (**[**RÖK**](https://www.rok.org.tr/)**)** | * **Live training presentations:**   Provided in 2022, face-to-face live presentations for member advertiser.   * **Anything else:**   Last training session was in 2022, held at advertisers' offices, for that reason ROK does not have a cost for venue, catering et.  The cost of the trainings was around 250€. |
| **USA** - ([**BBB National Programs**](http://asrcreviews.org/)**)** | * **Live training presentations (face to face or online)**   + Answer: BBB National Programs provides webinars, “hot topics” presentations (jointly with law firms, both in-person and virtual) and an annual in-person conference   + BBB National Programs also offers a podcast approximately 6 times for year in both advertising and privacy, Ad Watchers and Privacy Abbreviated. * **eLearning modules**   + Answer: BBB National Programs has short form videos that provide basic information about advertising standards * **Bespoke training** * **Guest speakers**   + The live training presentations include guest speakers     All are free except for the annual conference. |
| **CLEARCAST –** [(**CLEARCAST**](https://clearcast.co.uk/)**)** | Other than e-modules, Clearcast offers each of the other types of training listed. |

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For tailor-made workshops, requested by their members or even non-members, ARPP offers the following options: