

## Introducing a new Pan-European Direct and Interactive Marketing Qualification



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# Be among the first to get a formal qualification recognised in all Europe

Strictly limited numbers for this new Certificate Course. Apply now.

**W**hat stops you or your firm getting the success you deserve? People in the Czech Republic are better educated than in many countries. They work as hard, or harder. There is a strong national tradition of success in business.

What is more, there is keen interest in one essential business skill: marketing. And especially in the fastest-growing area of marketing: Direct and Interactive Marketing, which is increasingly conducted on the world's fastest-growing medium – the internet.

One thing, however, is lacking – not just here, but in other Central and Eastern European countries. Without going back to university or studying abroad it is almost impossible to get good, professional marketing qualifications.

Without such qualifications, people can't get promoted and make more money. The same problem afflicts most firms. They don't make the profits they could because they can't recruit enough qualified staff.

### New course starts on September 7<sup>th</sup>

Now this is about to change, starting on September 7<sup>th</sup> 2008. For on that day the new European Academy of Direct and Interactive Marketing Studies (EADIM) starts its first certificate course.

It is a year long course, delivered through 140 hours of face-to-face teaching and distance learning. It begins with 8 days in Brussels. To gain the qualification, students must attend at least 80% of the classes, successfully complete assignments and pass a final exam.

There will be a limit of 100 – 120 students in this first course. The cost will be competitive with that offered by similar major national organisations. Only those who have either a degree or a year and a half's marketing experience can be accepted.

This new Academy has been launched under the auspices of FEDMA – the Federation of European Direct Marketing Associations. So far ten Associations are backing the venture.

### “Vital head start to success” – for you, maybe?

The Director-General of FEDMA, Alastair Tempest comments:

“Direct, relationship marketing is now the centre of most commercial communications – and the vital strategy for non-commercial marketing as well, such as image raising for charities or political parties.

In fact, the strategic basis of direct one-to-one marketing is what separates it from the tactics of advertising. Learning how to from the experts is essential. It gives the student that vital head-start to success!”

The Dean of the Academy, Drayton Bird, has taught for many of the world's best known firms, from Microsoft and Visa to American Express and British Airways. and at business schools from New York to Paris, Madrid and Shanghai. Like all the faculty he is a successful practitioner not a theorist. When asked who he thought would benefit from the course, he replied:

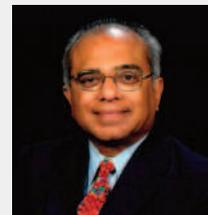
“Anybody who realises you have to be truly professional. Marketing and campaign managers, agency people, entrepreneurs who realize the direct route gives more measurable results. The more you know, the better you can do.”

### Go to [www.eadim.com](http://www.eadim.com) to find out more

You'll find more about the speakers, details of all the subjects and of course the cost. But go there now. Numbers really are limited.

### Meet famous marketers

The calibre of teaching is unlike anything similar in Europe.



**Prof. Skrikumar Rao**,  
A charismatic speaker whose *Creativity and Personal Mastery* program has been featured in the *New York Times*, the *Wall Street Journal*, the *Financial Times*, *Fortune* and *BusinessWeek*.



**Ales Lisac**  
“Best Slovenian Speaker of the Year” and “Best Professor of the Year.” Successful entrepreneur, publisher, copywriter and sought-after consultant who has worked in six European countries.



**Drayton Bird**  
The late David Ogilvy said “Drayton Bird knows more about Direct Marketing than anyone else in the world.” He has taught in 43 countries and worked for most of the world's greatest brands.



**EADIM**  
THE EUROPEAN ACADEMY OF  
DIRECT & INTERACTIVE MARKETING

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