

MediaCom London is awarded honour of being an IPA CPD Platinum Agency

AWARD WINNING CULTURE RECOGNITION

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After attaining the IPA CPD Gold Accreditation for the 5th consecutive year, MediaCom London has been named one of thirteen IPA CPD Platinum Agencies.

The IPA said of the CPD Gold Accredited Companies that “This year we saw the highest standard of submissions to date, with 29 agencies being awarded the coveted CPD Gold accreditation”, noting that the agencies involved highlighted the importance of CPD and its noticeable impact on commercial success.

When reviewing MediaCom London’s programme, the IPA said: “The MediaCom London CPD programme is a showcase of best-practice CPD delivered at scale. MediaCom used a new positioning and a change of business approach to successfully embed, their ‘People First’ philosophy and strategic approach to CPD to great effect.” The IPA introduced the

prestigious Platinum Award to celebrate those agencies that display a “consistent level of achievement”; congratulations MediaCom London for maintaining such a high standard for the last five years!

To see all winners and read more about the CPD Gold Accreditation

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