

MediaCom UK and MediaCom Edinburgh honoured for outstanding professional development by

IPA

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AWARD WINNING PEOPLE RECOGNITION

For the 10th consecutive year in a row, MediaCom UK and MediaCom Edinburgh have been awarded the IPA's CPD Gold Accreditation.

In the IPA's words, the scheme 'recognises and rewards agencies who demonstrate a genuine culture of learning, bettering the professionalism, development and reputation of the industry, enhancing clients' brands and agencies' worth as a result.'

This year, 39 agencies achieved the CPD Gold Accreditation for their dedication to investing in their employees' personal development.

MediaCom UK and MediaCom Edinburgh also achieved CPD Platinum Accreditation, a recognition for sustained excellence. In order to receive Platinum Accreditation, agencies

must achieve CPD Gold Accreditation at least four times in the last five years. This year marks the 10th consecutive year that we have received Gold Accreditation; we were awarded a special commemorative plaque to mark the attainment of double platinum status.

Learning and Development plays an enormous role within MediaCom's culture. As well as encouraging employees to track their training throughout the year in CPD diaries, MediaCom also holds Inspire sessions with senior members of staff, Lunch and Learns and a Freshness Fund, which subsidises extra curriculum training that our staff are interested in.

We're thrilled to have this official recognition for a cause that we are so passionate about!

You can read more about the IPA Gold Accreditation and the other agencies who were recognised [here](#).



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