

# New ad sales training launched for today's newspaper executives

PARIS, FRANCE / DARMSTADT, GERMANY: The World Association of Newspapers and News Publishers today launched an international version of the UK's renowned Media Skills Qualification (MSQ) programme, which certifies that newspaper advertising sales and marketing executives are expertly trained for today's multimedia advertising sales market.



More than 300 newspaper executives have graduated since MSQ was launched in the United Kingdom a decade ago. Now, for the first time, WAN-IFRA Newsplex is able to offer the complete MSQ programme internationally.

The programme focuses on equipping participants to deliver a continuing revenue stream to traditional media channels and fully exploit new channels as well.

## MSQ goes international

"Given the rapid changes in the media market and their impact on advertising sales, there is a pressing need for an effective training programme that equips newspaper executives to better interact with clients, provide multimedia solutions, and measure the results," said Dietmar Schantin, director of the WAN-IFRA Newsplex training centre and consultancy.

"MSQ has long been the successful standard in the UK, and we're delighted to offer the certification programme internationally."

Eamonn Byrne, the founder of MSQ and lead trainer, said: "The programme is intensely simple and practical. Each delegate chooses an advertiser or business from his or her market as a case study. As the programme progresses, they apply what they've learned directly to this advertiser, developing a custom-made multi-media sales solution. At the end of the programme, they present the results to a panel of judges for assessment."

## The programme

MSQ is a classroom and self-study programme, comprising seven one-day sessions. These have been especially modified for WAN-IFRA and will be delivered as a 3-day module and 4-day module. The first sessions (to be conducted in English), will be held in Berlin from 21 to 23 September and in London from 22 to 25 November. Full details can be found at <http://www.wan-ifra.org/msq>.

The programme covers: understanding of the advertising industry; customers, agencies, media and the marketing process; new media metrics; selling print media and their digital channels; competing with and combining print with broadcast media; out of home and direct marketing; and how to develop and deliver multimedia sales presentations.

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