



E-Learning Awards: Best use of e-learning to ensure compliance with external regulations or internal policies

**Our work with the IPA with focus on the LegRegs
Programme – a new approach to compliance**

Summary

The IPA LegRegs programme has seen tens of thousands of learners sign up to access the training, with the content being updated each year. The content consists of 14 Learning Paths, each including a combination of e-lessons, diagnostics, assignments, key readers, quick guides, quizzes, case studies and videos. The programme is mandatory for all middle managers in advertising and media agencies.

To reflect the diversity of skills and experience in the population, built into the design is a diagnostic that enables learners to filter content relevant to their needs. The design focuses on personalisation as well as the provision of practical job aids and quick guides via mobile device as a companion. It has changed the preconceptions of compliance training and lifted it to a highly valuable support resource.

Richard Lindsay, Legal Director at the IPA explains the concept behind the programme;

“The IPA LegRegs Certificate has been developed in conjunction with the advertising law specialists at Lewis Silkin to help advertising practitioners get to grips with the basic legal and self-regulatory issues that underpin the industry. It is sensibly constructed, easily digested and quickly completed - essential for anyone hoping to progress in advertising without falling foul – or causing their clients to fall foul - of legal or regulatory problems that they ought to have avoided.”

The course has proved immensely popular by this demanding group of professionals with over 90% stating that the course and the platform was good to excellent.

The WillowDNA team:

- Created the overall learning structure and design
- Worked with the subject matter experts to design the learning programme and support the development of source scripts
- Created the content, from readers to quick tips to diagnostics to e-lessons
- Repurposed existing videos and commissioned new content
- Created a ‘mobile companion’ for the programme, providing on-demand quick reference materials for use at point of need and a platform for breaking news
- Configured and installed the learning platform
- Provided an on-demand online examination, leading to the generation of a certificate and CPD credit

The key points that made the difference for this client were:

- Simple hosted platform and Learning Path design
- Breaking out of learning elements away from e-learning alone, helping to give variety and to enable delivery within a restricted budget
- Construction of a learning scaffold with opportunity to go “off-piste” individually or with others to explore different interest areas
- Reflection was built in with carefully inserted discussion opportunities as well as assignments and supporting templates
- Personalisation through content filters so learners can explore at a level to suit their needs
- A Mobile Companion that provides instant breaking news in this ever changing environment
- Cohort presence on screen to overcome the potential isolation of a long course
- Scenarios that are closely aligned to working realities
- Ease of refresh keeps programme relevant and also keeps cost of ownership low.

Background

The IPA is a membership organisation dedicated to raising the professionalism of the advertising agencies, which are its stakeholders. The 260 or so member companies cover over 80% of the UK's advertising expenditure and employ in aggregate some 18,000 staff with an average age of 32.

Because of self-regulation, the IPA sets the tone for the way an entire industry works through their training and the culture that they help to develop. People who are attracted to working in this industry tend to be highly creative, highly demanding of the verbal and visual messages they receive; and very focused on quality and accuracy where copy needs to be scrutinized to the highest publication standards. Expectations from every angle are very high!

Legal regulations in advertising are an important and potentially very complex area, demanding high levels of insights into an ever-changing discipline. Mistakes in negotiations and contracts and ignorance of legal implications of choices made by agencies are very costly indeed. As such, the IPA LegRegs programme is a

mandatory programme for Account Directors working with creative content in IPA Member agencies. However, its ambitions stretch far beyond the tick box exercise of complying with legal regulations. The programme was designed to ensure protection of revenue, reputation and quality of agency work and as much making them more profitable and their campaigns more successful.

WillowDNA was selected as the preferred supplier, given the very successful relationship built up between the two organisations. Says Kate Bromage, IPA Qualifications Manager ‘Willow have built such a close working relationship with us and insight into our industry that they are able to take any subject we throw at them! We were keen to innovate and transform what could have been a relatively dry subject into something really engaging.’

Willow developed a close working relationship with the subject matter experts at Lewis Silkin LLP, lead by Brinsley Dresden, one of the world’s leading experts in Intellectual Property Law and Advertising Law and UK representative and global vice-president of EMEA; Global Advertising Lawyers Alliance; Advertising Law Group.

Outline Solution

The subjects are complex, so delivering materials at a level to suit the learner was vital and breaking content down into logical, manageable resources was key to this. The significant advantage that Willow has is their experience in creating learning journeys through different mediums; their ability to take even very challenging subjects and create an engaging experience and their pragmatic approach in repurposing materials very cost effectively.

Willow’s methodology and partnership approach also means our designers are able to ‘get under the skin’ of the material due to the close working relationships with SMEs. One of key outcomes of this collaborative design approach was the creation of the programme quick knowledge filter, which customizes the learner view of the resources depending on prior experience; and the LegRegs mobile companion, an on demand quick reference guide and breaking news service delivered via the programme companion web app.

The WillowDNA team:

- Created the overall learning structure and design
- Worked with the subject matter experts to design the learning programme
- Created the content, from readers to quick tips to diagnostics to e-lessons
- Implemented a content filter based on learner confidence, providing 3 different views of each knowledge module.
- Repurposed existing videos
- Developed the mobile companion – a quick reference and breaking news web app available to learners via iOS and Android smartphones
- Configured and installed the learning platform
- Created Interim knowledge checks with associated workflow – this enabled the IPA to ensure learners achieved a defined level of understanding to allow enrolment onto the online exam.
- Kept within very strict budgetary constraints by developing clear framework to help SMEs prepare scripts and a comprehensive suite of templates, enabling rapid development
- Automatic production of certificate and CPD points, following successful pass mark on exam
- Scenarios crafted to reflect genuine in agency legal issues

Challenges

Because of the nature of the material and the speed with which the legislation changes (right now, the advertising industry is working on new guidelines for online copyright infringement) the CPD team has to be able to turn the material around very rapidly. Locking all material down in e-learning would have been too restrictive for them and there can be no delay in the announcements of new legislation and learners having access to information on it. This meant that a quick rapid news alert service needed to be built into the programme and as accessible as possible. The result was the creation of the IPA mobile companion.

The diversity of the audience was also a key challenge as both the number of years in role and the specialism of their agency will determine how much they know about each individual area of law pertaining to advertising. A manager may have

extensive experience in use of celebrity because of their customer portfolio and focus on say TV and radio as channels but could know little on digital marketing. This meant that personalisation could not happen at a course level, but need to be applied to each module to ensure learners were served the appropriate level of content for their needs.

It was essential to set the stage with a combination of tests of knowledge building commitment through the course to the final exam itself. This is something that is reflected across the IPA course portfolio. In this case, the inclusion of workflow to restrict access to the final exam ensured learners were capable and well prepared through interim knowledge checks. Only on achieving the required pass mark could learners access the exam.

Results

Since its launch in 2011, we have seen tens of thousands of learners accessing the LegRegs content. The learning is free to access so for many agencies, it is used in their induction to help new entrants to the industry.

The popularity of the IPA LegRegs programme has led to the launch of a new, advanced programme on Finance and Commercial Awareness using LegRegs as its design framework.

Kate Bromage, CPD Manager at the IPA said ‘Not only have we received very positive feedback from key stakeholders in agencies who are delighted we have created such an engaging programme on what is a very important but potentially dry topic, we had learners enrolled and taking part before we did any formal communications that it was live! It’s a great example of the appetite for online learning and the reputation the IPA has on delivering the best learning experiences.’

Feedback from learners

“I expected quite a dry, information heavy programme but the ability to filter, the range of scenarios and case studies as well as the automatic news updates are brilliant!”

“The mobile companion is a great addition – I’ve used it many times before meetings with clients and it’s been incredibly useful”

“Really liked the filter function – it was great being able to choose which areas to cover in more details and which I could have a quick update on”

“Although this is a mandatory programme for me, the content is so good, I have now asked everyone in my team to access it as well.”

Agency Testimonials

“When we joined the IPA, one of the benefits that we embraced was the opportunity to raise the quality of our CPD. Whilst training was already embedded in our culture, the IPA on-line learning facility brought a new dimension to the approach we’d previously taken. This was particularly true of the LegRegs Certificate. Although this is a mandatory requirement for all account directors in an agency, we saw a wider benefit and made it compulsory for all staff to participate in this programme. We set up group learning sessions that also promoted an encouraging and positive attitude towards the course, particularly supportive for those colleagues who were apprehensive of the tests.

The benefits have extended right across our agency. We have had two instances of clients approaching us with specific, legal queries concerning copyright and communications, which we have confidently addressed. Equally, when the Creative Team are working on campaigns, they now assess their work not only from a creative perspective but also from the legal position. There is no doubt that the LegRegs course has been invaluable to us as an agency.”

Christina Clarke

Managing Director - C21 Creative Communications Ltd

“LegRegs is one of the critical qualifications which all team members undertake. It forms a vital role in CPD for Account Handlers to ensure we have a thorough understanding of the intricacies involved in legal issues across the industry. The online learning makes it extremely accessible and easy to fit around work commitments. The learning options also allow individuals to work within their own level and access as much or as little support as they need to achieve success in the final exam.”

Sarah Irish

Head of Account Management

IPA LegRegs - sample screens

The screenshot displays the IPA LegRegs user interface. At the top, the IPA logo and 'Continuous Professional Development Advanced' are visible. The date 'Wednesday, 30th March 2011' and user information 'Welcome, Lisa | My Profile | Return to CPD | Logout' are shown. The course title 'IPA LegRegs' is prominently displayed with a description: 'Advanced level qualification in legal regulations in marketing'. A progress indicator shows '11% Complete' and 'Status:'. The course code '#LegRegs' and the partner 'lewissilkin' are also noted.

The main content area is divided into two columns. The left column, titled 'Course Home', includes a 'Discussions' tab and a 'Personalise Your Learning' section. This section features a level selector with 'Level 1', 'Level 2', and 'Level 3' buttons, with 'Level 2' circled in red. Below this, there are sections for 'About this Programme' (e-Lesson, approx. 3 mins), 'Mobile Companion Setup' (Reading, approx. 3 mins), and a list of learning paths: 'Learning Path 1 - Copyright', 'Learning Path 2 - Trade Marks and Brands', 'Learning Path 3 - Passing Off', 'Learning Path 4 - Defamation', 'Learning Path 5 - Marketing and Data Protection', 'Learning Path 6 - Consumer Protection Regulations', 'Self Test 1', 'Learning Path 7 - Promotions and the Gambling Act', 'Learning Path 8 - Contract Law', 'Learning Path 9-1 - UK Regulation (Non-broadcast)', and 'Learning Path 9-2 - UK Regulation (Broadcast)'. The right column contains a 'Course Support Contact' section for 'Kate Bromage' (Email: kate@ipa.co.uk, Phone: 020 7235 7020) and a 'Mobile Access' section with a smartphone icon and a link to email access instructions. A 'Recent Discussions' section at the bottom right features a 'Tutorials' update from the CPD support team.

Fig 1. The Pathway user interface

→ About this Programme

↓ Learning Path 1 - Copyright

Level 1 | Level 2 | Level 3 ? Help me choose the right level

Copyright is the most important intellectual property right in the context of the advertising industry. This Learning Path details the key elements that surround copyright, including what is protected by copyright and copyright infringement.

Expert View - Copyright
 A Tutorial from Brinsley Dresden, Partner with Lewis Silkin, specialising in media, brands and technology.
Video
Not started
[Watch Video](#)

Key Reader 1-1 - Definition
 What is copyright? How long does copyright last? Why does copyright exist? Are there any other forms of intellectual property protection which I can use together with copyright? This Key Reader answers these questions.
Reading
Approx 10 mins
Not started
[Download File](#)

Key Reader 1-2 - What is protected?
 What is an original copyright work? Can ideas be protected by copyright? How is copyright protected? This Key Reader answers these questions and deals with Artistic works, Copyright in music and sound
Reading
Approx 10 mins

Personalise Your Learning

Use the level switcher on Level 1 | Level 2 | Level 3 each learning path to choose the depth of learning you think you need.

- Level 1 - Crammers
- Level 2 - Action
- Level 3 - Detail

Course Support Contact

Your support contact:
Indre Dragunaite
 Email:
 Indre@ipa.co.uk

Fig 2. The LegRegs filter function



Fig 3. Video content from SMEs

The authentic voice of experience through video, podcasts and webinars is a powerful addition to the material.

 **IPA LegRegs**
CONTINUOUS PROFESSIONAL DEVELOPMENT FROM THE IPA

 KEY READER

Learning Path 1 – Copyright

Key Reader 1-2 What is Protected?

What is an original copyright work?

An original copyright work is one that is the result of independent, creative effort. It will not be classed as original if it has been copied from something that already exists. Before giving a work protection, the court will check to see that the work is “the author’s own intellectual creation”, an original expression of the creative freedom of the author.

As copyright protects the expression of an idea, rather than the idea itself, it only exists if the work has been fixed or recorded in a permanent form. For example, in a case involving a claim for copyright in Adam Ant’s face paint, it was decided that there was insufficient permanence in the face paint, so it could not be protected by copyright.



Artistic works

An “artistic work” in copyright has a wide scope.



It ranges from paintings, cartoons and drawings to sculptures, photographs and works of artistic craftsmanship, such as one-off pieces of furniture or other three dimensional works of art.

This Salvador Dali sculpture is still protected by copyright.

On the other hand, the Supreme Court held in 2011 that stormtroopers helmets produced for the Star Wars films were not “sculptures” and thus not protected as artistic works in UK law.

PAGE 1 - Key Reader 1-2 What is Protected? - © IPA
Copyright in text: Lewis Silkin ©; Copyright in learning design: IPA ©

Fig 4. Key reader example

Where further insight into key concepts, models, theories and research is needed, learners are provided with key reader, case studies and workbooks.

LP2 LegRegs Scenario v2.0

Assignment

The Scenario

You own a manufacturing company that has just developed a new chocolate bar, to be known as 'dynamo'.

You have become aware of a rumour that a car manufacturer is also considering the use of the name 'dynamo' for a new model of car.

QUIZ

NEXT ▶

Fig 5. Interactive scenario

Scenarios based on realistic campaign challenges were vital in helping learners understand how the law applies to client engagements on which they might be working.

END

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