The first Industry Advisory Council (IAC) for 2017 took place on April 4th at the Marker Hotel, Dublin. Previously known as the Syllabus Advisory Council, this was the first meeting of 2017 of the new expanded IAC.

The aim of the meeting was to provide feedback on the latest versions of the Digital Marketing Institute’s digital certifications and participate in a discussion on digital transformation following a presentation on the same topic by guest speaker Hugh O’Byrne, Global VP Sales Centre Excellence, Digital Business Group IBM.
Council summary:
(Summary of Council Meeting)

1. Welcome

A brief introduction by Ken Fitzpatrick, CEO of the Digital Marketing Institute thanked members for their time and invaluable feedback on the syllabus learning items and learning content of the latest versions of the professional digital marketing and selling certifications.

2. Evolution of the Council

Members of the Council were informed of the significant achievement of the Council in 2016 in the adoption of digital marketing as a defined competence in the ICT sector via the e-CF – a framework developed by CEN, the European Committee for Standardization. This inclusion means that digital marketing job roles and competencies are now recognized in 33 EU member countries.

The Council’s goal is to build on these strong foundations.

Now known as the Industry Advisory Council, we have restructured and expanded the profile of our membership including new stakeholder groups, to further support and play a role in strengthening the digital marketing and sales professions. As such, the Council is comprised of:

- Professionals/Practitioners
- Educators
- Employers/Recruiters
- Policy Makers

This new configuration will help us to remain close to the profession and the industry and promote excellence in the digital marketing and sales sectors globally.
3. Certification Program Review

Members were asked for their feedback on the latest versions of two professional digital certifications –

- Certified Digital Marketing Professional version 6.0
- Certified Digital & Social Selling Professional version 1.0

Their feedback will help us to ensure our learning content is up-to-date, cutting-edge and relevant. The key points included:

- **Certified Digital Marketing Professional (CDMP)**
  - Do the learning outcomes of your chosen module cover the knowledge needed by today’s graduates?

- **Certified Digital & Social Sales Professional (CDSSP)**
  - Do the learning outcomes of your chosen module cover the knowledge needed by today’s graduates?

**Certified Digital Marketing Professional (CDMP)**

General Comments if answered ‘Mostly’:

- The inclusion of programmatic advertising would be a welcome addition
- A big issue in email marketing is testing campaigns on all devices and inboxes – and optimizing the campaign – as well as CAN-SPAM compliance
- Including other search engines such as Bing would be useful
- Graduates should be able to gauge the most effective and efficient medium to use for their employer or client before jumping into the work, i.e. make a comparison between the various digital marketing channels
- Provide graduates with on-going support and information as technology and platforms change
- Consider Snapchat as a supplementary social media channel
- As a point of difference for the CDMP over other courses, continue to enhance the strategy and planning module as this is of interest to more experienced professionals
4. Guest Speaker - Hugh O’Byrne, Global VP Sales

“Everything we learned at IBM, we learned the hard way. We tried it one way and if that didn’t work, we tried another until we found what worked for us and our business."

On behalf of IBM Digital Business Group, Hugh O’Byrne outlined the digital transformation journey of the company and the changes they have undertaken to transform their sales team into successful digital sellers in response to the changing customer and business environment.

With trust shifting from brands to people and communities, IBM decided to place people in front of their brand using digital technologies and strategies. By introducing a certified Digital Mastery program, IBM enabled sellers - though the use of technology and education - to provide value, engagement and leadership to clients.

The result of this program and a raft of investments such as digital tools, digital profiles, infrastructure and gamification, meant that IBM’s sales team successfully influenced and converted in the digital space.
An ROI study carried out over 15 months looking at 7,200 opportunities being developed by our Business Development staff delivered a 7% increase in win rate and 37% reduction in days to close.

The next steps for IBM are a focus on deepening the reach of the digital selling program and increasing engagement levels.

5. Roundtable Discussion: The impact of digital transformation on professional skillsets

The roundtable involved all members of the Council attending on the day and focused on various aspect of digital transformation in relation to its impact on business to the skillsets needed in the future.

“Digital transformation is an opportunity to disrupt and it’s about how good you are as a business at engaging with the customer. It’s about behaviour and knowing your customer and you need to remember that they have a phenomenal amount of knowledge platforms and are scoping all the time. Being an influencer and authentic is essential.” - Olivia Kearney, CMO at Microsoft

“I think the conflict is where transformation sits. Now the threshold for transformation is higher and so you need specialisms in particular fields. The problem is then you have a fragmented approach for customers so need a generalist function that orchestrates that. But how you deliver that is a challenge. It’s becoming more complex every day and there’s new fields arriving every few months that need specialists.” - Ciaran O’Muirthile, Head of New Customer Onboarding EMEA at Google

Read our insider blog post for a deeper look at the digital transformation debate held at the IAC
6. Brand Refresh and Product Naming Changes

At the Council, Michael Goeden, Director of Strategic Partnerships gave an overview of the evolution that the Digital Marketing Institute brand has taken and the reasons behind the product renaming.

Members were told the name change was to cement ourselves as the global certification standard in digital marketing and selling and focus on the career of an individual to become a certified professional rather than simply completing a course.

Please visit our brand microsite for further detail about the Digital Marketing Institute's brand refresh and naming changes.

The next Industry Council meeting is scheduled for October 2017.
Council members:

- Kameron Hobbs, Director of Marketing & Operations, American Association of Inside Sales Professionals
- Bob Perkins, Founder & Chairman, American Association of Inside Sales Professionals
- Larry Reeves, CEO, American Association of Inside Sales Professionals
- Mark Brennan, Head of Digital Marketing & Innovation, Allied Irish Bank
- Roisin Glynn, Head of Social Media, Allied Irish Bank
- Stephen Walsh, Co-Founder, Anders Pink
- David Wackett, Industry Manager, City & Guilds
- Ken Gaines, Technical Advisor - Digital Apprenticeships, City & Guilds
- Barry Thomas, VP - Global Marketing and Innovation, Coca-Cola Company
- Evin Gaffney, Manager of Client Solutions, UK and Europe, Facebook
- Ciaran O’Muirthile, Head of New Customer Onboarding EMEA, Google
- Hugh O’Byrne, VP Global Sales Centre Excellence, IBM
- Jamie White, Founder & Director, Leading Social
- Martha Brady, Senior Relationship Manager, LinkedIn
- Nicolas Cappiello, EMEA Sales Director - Field and Online Channel, LinkedIn
- Aileen McDaid, Digital Director, MediaVest
- Frank Hattann, Sales Director; WW Inside Sales, Microsoft
- Olivia Kearney, CMO, Microsoft
- Richard Moore, Marketing & Operations Director, Microsoft
- Linda Davis, CEO, Next Generation
- Jurriaan Gorter, NIMA Board Member
- Suzanne Delaney, Head of Digital, Ogilvy
- Garret O’Beirne, Group Digital Managing Director, Omnicom
- Richard McNeill, Director, Omnicom
- Paul Kirwan, Regional Digital Marketing Manager, Pfizer
- Rob Price, Director of Client Services, Quantcast
- Tommie O’Brien, Marketing Solutions Lead, Salesforce
- John Massey, EMEA Regional Business Development Director, SAP
- Patrick Aylmer, Founder & Director, The Learning People
- Gavin Ross, Digital Transformation Manager, Three mobile
- Davin Kelly, Marketing Operations Specialist, Twitter
- Theo Tzaniidis, Lecturer in Digital Marketing, University of the West of Scotland