



GWA Certified Courses of Practical Training

The GWA has been offering standardised courses of practical training for young newcomers to the advertising world. Henning von Vieregge, Director General of the German Association of Communication Agencies (Gesamtverband Kommunikationsagenturen GWA) at the GWA Spring Press Conference: "With this campaign, our primary aim is to create a distinction between special and normal courses of practical training. The GWA standards ensure high-grade courses of practical training."

The standards are oriented towards students who want to gain practical insights into the advertising world before and during their courses of study. If required, GWA will draw up standards for courses of practical training for pupils and graduates.

Standards for GWA Certified Courses of Practical Training

Introduction: The complete operational process in the agency from the client's briefing, via conception, creation and production, to the final presentation to the client.

Supervision: An experienced communication specialist shall be available to act as a tutor.

Integration: The trainee shall be integrated into a team.

Project: The trainee shall be fully involved in at least one project. He or she shall be included in all stages of the project and, whenever possible, take part in internal meetings.

Realisation: Trainees on the creative side shall, whenever possible, be involved in the production of photos, sound recordings or television productions.

Duration: The course of practical training shall last at least ten weeks but no more than six months.

Remuneration: The course of practical training shall include remuneration of at least € 350 per month.

Assessment: The trainee shall meet with his / her supervisor and team manager on completion of the course of practical training for an assessment of his / her performance. The trainee shall be given a certificate showing that he / she has taken part in a course of practical training.



Controlling body

All participating agencies undertake to adhere to the standards mentioned above on signing the contract for GWA Certified Courses of Practical Training. The trainees shall monitor adherence to the standards. If trainees consider the standards to have been infringed, they shall inform GWA accordingly. GWA will then investigate the matter and, if the complaint is justified, exclude the agency concerned from participation in the scheme.