

RULES OF DIMAQ PROFESSIONAL RECERTIFICATION

I. GENERAL PROVISIONS

1. These rules (henceforth referred to as the “Rules”) define the principles and the procedure of obtaining a general-level DIMAQ Professional certificate (henceforth referred to as the “General Certificate”).
2. DIMAQ (Digital Marketing Qualification) is an industry-specific certificate awarded by Związek Pracodawców Branży Internetowej Interactive Advertising Bureau Poland (henceforth referred to as “IAB Poland”). The principles of obtaining a General Certificate are defined in the “Rules of conducting general-level Dimaq Professional examinations”.
3. Passing the DIMAQ Professional examination the first time round results in being awarded a General Certificate valid for two calendar years counted from the date of obtaining the said certificate. The validity of the certificate expires after that period unless its holder extends it in the way defined in these Rules or takes the DIMAQ Professional examination again and passes it.

II. PRINCIPLES OF RECERTIFICATION

1. A person who has obtained a General Certificate may extend the validity of their General Certificate by another 2 calendar years provided that they manage to collect 100 education points as part of further education and contribution to the development of digital marketing within the period of validity of their General Certificate.

The said points may be awarded for:

- participation in trade conferences (active participation, i.e. as a speaker, lecturer, or passive participation, i.e. as a participant),
- participation in trade workshops/training courses (active participation, i.e. as a speaker, lecturer, or passive participation, i.e. as a participant),
- publishing activity (as an author or co-author) - provided that the published works concern digital marketing,
- participation in IAB Poland’s working groups,
- pursuing education as part of graduate-level or postgraduate-level studies.

The abovementioned activities need to be accredited by IAB or be organized by IAB. Detailed principles of point calculation are provided in table no. 1 (appendix no. 1 to the Rules).

The principles of awarding IAB Poland accreditations are described in separate *Terms and conditions of awarding DIMAQ accreditations of Związek Pracodawców Branży Internetowej IAB Poland*. A list of activities accredited and organized by IAB, the participation in which is rewarded with DIMAQ points, is available at www.dimaq.pl

2. Notifying IAB Poland of one’s involvement in the abovementioned activities to be awarded points is the responsibility of each General Certificate holder.
 3. IAB Poland runs a system of recertification, and grants General Certificate holders access thereto. The system
- * It is necessary to attach a confirmation of participation (a scanned image, a photocopy, original document, a link) to the form.

can be accessed through www.dimaq.pl or through DIMAQ mobile app that can be downloaded to and used on mobile phones.

4. Before the app is activated, points can be reported through filling in a report form and submitting it to IAB Poland. A specimen of the report form has been included in appendix no. 2 to these Rules. The form needs to be sent to dimaq@iab.org.pl.
5. Points for one's involvement in a given activity may be reported within 3 months of completion of that activity.
6. IAB Poland reviews each point report within 10 working days of each such report. If the point report is reviewed and approved, the reported points are awarded to the respective General Certificate holder and are displayed in their account in the system.
7. In case of doubt, IAB Poland will send a request to the person submitting a given report, asking them to supplement the documents or to document any missing activities within 10 days under the pain of refusal to award points.
8. After a General Certificate holder collects 100 points, the validity of their certificate is extended by another 2 calendar years. If the number of points becomes lower than 100 after 2 calendar years from the date of obtaining the certificate, the certificate becomes invalid. In order to reobtain a General Certificate, it is necessary to take and pass DIMAQ Professional examination again. In such case, the exam-taker will receive a new General Certificate.

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Form of reporting activities to DIMAQ Professional recertification system*

Name and surname

Certificate no.

Certificate valid through

Activity

Conference/Congress

Title
organizer
participant

speaker

panellist

In the case of talks/lectures delivered by several persons, points will be shared between these persons.

Training course/workshop

Topic
Date
Trainer's surname

Publications

Publication title
Publication date
Link to the publication or a copy

Participation in IAB Poland working group sessions

Group name
Number of sessions
Name and surname of the group's head

Studies

Name of the university
Field of study/specialization
Date of graduation

Activities organized by IAB:

Event	Date	Participating as - put 'X' in the right box		
		participant	speaker	panellist
IAB Forum				
Internet Week workshop				
Interactive Camp				
MIXX Awards				
Expert Panel				

Please acknowledge my activity pursued as part of the recertification programme and award it with points according to the table of qualified activities.

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To be filled by IAB:

IAB acknowledges the reported activity and awards points as part of DIMAQ Professional recertification programme.

IAB does not acknowledge the reported activity. Justification:

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Table no. 1 - Detailed rules of awarding points

Activity	Points		Points awarded on the basis of:
Accredited conferences*			
Passive participation			Confirmation of participation
organizer: IAB	30		
organizer: IAB member	20		
organizer: others	10		
Active participation	panellist	speaker	Date and agenda of speech, or evaluation - if applicable
organizer: IAB	35	50	
organizer: IAB member	25	40	
organizer: others	15	30	
<i>In the case of talks/lectures delivered by several persons, points will be shared between these persons.</i>			
Training courses/workshops accredited by IAB Polska			
10/day, with a maximum of 40 40 for a training series			Certificate of completion
The instructor is a DIMAQ instructor	Additional 10 for a series		
Active participation (instruction)			Date, agenda, evaluation - if applicable
15/day, with a maximum of 45 for a training series			
Publications and reports			
an account/review of industry-specific events	10 (or 5 for co-authorship)		Copy of the text, date and title of the publication
an account/review of industry-specific events, author signed as a DIMAQ programme participant	15 (or 8 for co-authorship)		
an article	30 (or 15 for co-authorship)		
an article, author signed as a DIMAQ programme participant	35 (or 18 for co-authorship)		
A text published at www.iablko.pl blog (depending on the evaluation of the text)	1 - 10		Link to the text
Participation in IAB Polska working group sessions			
Working group member	2/session		Confirmation from the group's coordinator
Working group head	5/session		
Undergraduate/graduate/post-graduate studies			
For pursuing and completing fields of study accredited by IAB Polska, ending with receiving a degree	80		A document confirming completion of studies

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Table 1a - Detailed rules of awarding points for participation in events organized by IAB Poland:

Event	participant	speaker	panellist
Forum IAB	30	50	35
Internet Week	5	10	
Interactive Camp	10	20	
MIXX Awards	5		
MIXX Conference	20	40	
Expert Panel	5		10
FutuLab	5	10	
How to...	20	40	25

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