

| 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 |

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 |