

A silhouette of a person jumping over a black rectangular frame. The person is in mid-air, with their arms raised and legs bent. The background is a sunset over the ocean, with the sun low on the horizon and its light reflecting on the water. The sky is filled with soft, golden clouds.

**MARKETING SUPPORT
AND GUIDANCE TO
BOOST YOUR BUSINESS**

Think Ahead



BOOST YOUR BUSINESS, INCREASE YOUR ACCA INTAKE

As a valued partner, we're keen to help you increase your intake of students and for your organisation to develop and expand its ACCA provision.

To help you promote your ACCA programmes, consistently and concisely, we've provided:

- structured messaging frameworks to assist with promoting the different elements of ACCA's products and offerings
- high-quality student focussed promotional videos, infographics and collateral
- ready to share, tailored communication templates

A woman with dark hair is smiling and looking towards the right. In the background, other people are partially visible but out of focus. A large red square is overlaid on the right side of the image, containing the text 'LET'S TALK ABOUT ACCA' in white, bold, uppercase letters.

**LET'S TALK
ABOUT ACCA**

TELLING THE ACCA STORY

Consistent communication delivers authenticity and increased brand awareness.

People from all walks of life are attracted to ACCA. From our global presence and recognition to our digital agility and flexible mix of study pathways - our marketing potential is strong.

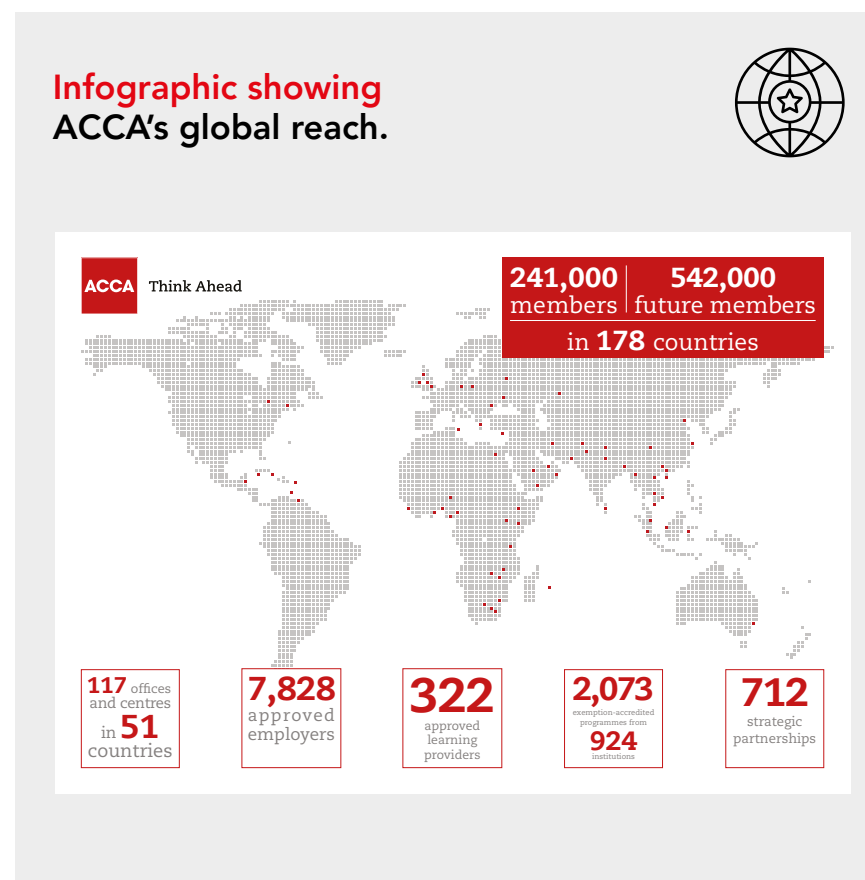
In this section we'll provide you with ready-to-use messaging for each area, along with handy infographics, videos and stats to support your own communications.

How to talk about ACCA

ABOUT ACCA

These messages are proven to attract prospective students to ACCA, and are ready to share via your own communication channels.

Straplines	ACCA is the world's leading body for professional accountants.
	Get the business qualification for a fast-changing world.
	Invest in your future by choosing ACCA.
Medium	ACCA has a worldwide reputation for excellence with rigorous qualifications that are recognised and respected around the globe.
	Employers around the globe seek out ACCA-trained professionals – because they know they have the strategic thinking, technical skills and professional values to drive their business forward.
Long	ACCA is the world's most forward-thinking professional accountancy body, producing highly qualified and sought-after finance professionals. ACCA members work in every sector, industry and country you can imagine. ACCA creates the innovative, strategic-thinking finance professionals needed for our fast-changing world.



How to talk about ACCA

SHAREABLE PROMOTIONAL VIDEOS

We're the world's most forward-thinking professional accountancy body and we have a very strong story to tell.

There are many promotional videos available on the [ACCA YouTube channel](#) introducing the qualification and its benefits. You could host one of these videos on your own website or share via your communication channels to attract and engage prospective students to your courses.

We have picked a selection of videos that may be of interest.



Please ensure ACCA official videos are not edited from the original in any way.



Get a flying start to your business career with ACCA

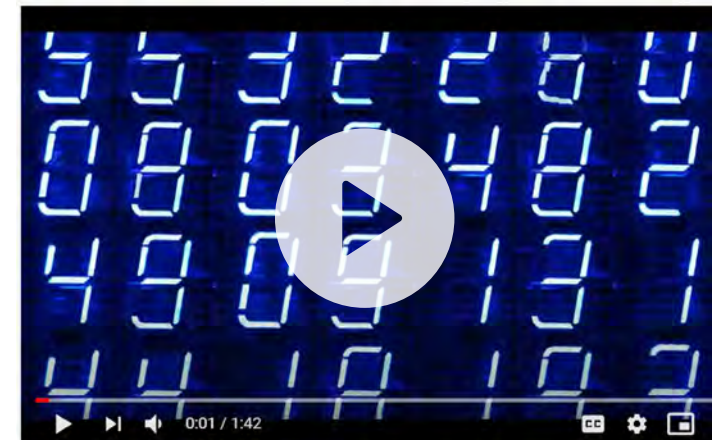
100,446 views • Jun 5, 2019

139

0

SHARE

SAV



More than numbers

1,249,680 views • Jan 13, 2020

420

13

SHARE

Sa

How to talk about Foundations in Accountancy (FIA)

Straplines	Take your first step towards a career in accountancy.
	Get off to a flying start in your business career.
Medium	Take control of your career with a globally-recognised business qualification and open up a world of possibilities.
	Thinking of a career that could take you all over the world? Then finance and accounting could be the route for you.
Long	Wherever your interests lie, a career in accountancy has you covered. From business to beauty, film to fashion, every industry needs finance professionals. With an ACCA qualification to your name, you'll open the door to a world of opportunity.



ABOUT FIA

Foundations in Accountancy allows you to choose from a number of routes, each one combining technical exams with the Foundations in Professionalism module – a vital grounding in professional standards and ethics. Each one gives you a solid grounding in accountancy theory and covers skills including recording financial transactions, managing costs and keeping financial records.

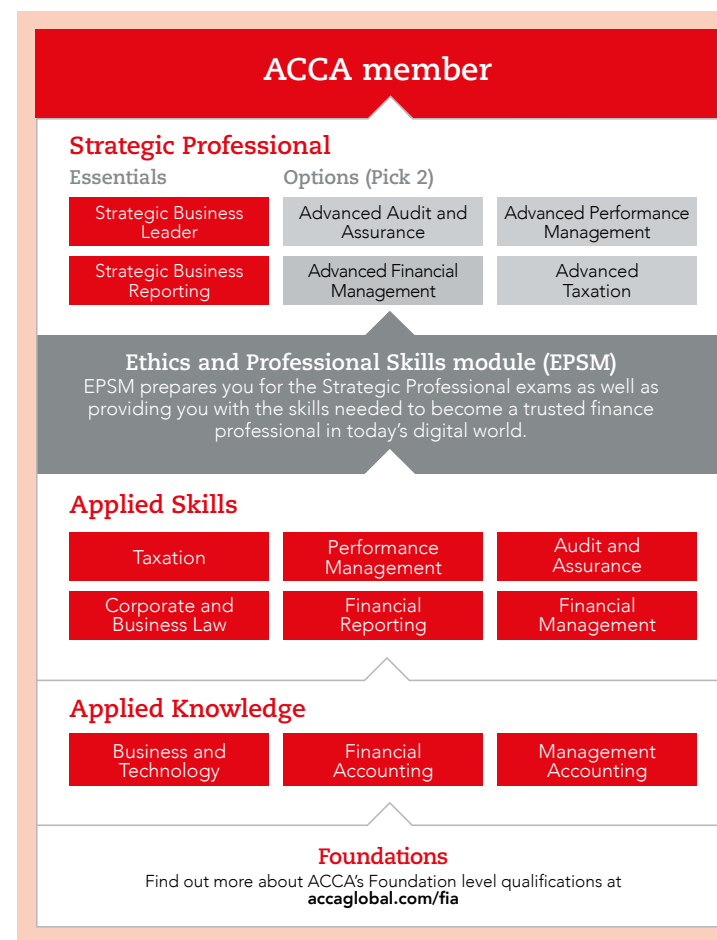
✓ Once you've completed it, you can start the Applied Skills exams.

Broadly equivalent to GCSE level	Broadly equivalent to A level	Broadly equivalent to HND level/first year of a degree
<p>ACCA Diploma in Financial and Management Accounting (RQF Level 2)</p> <ul style="list-style-type: none"> FA1 Recording Financial Transactions MA1 Management Information 	<p>ACCA Diploma in Financial and Management Accounting (RQF Level 3)</p> <ul style="list-style-type: none"> FA2 Maintaining Financial Records MA2 Managing Costs and Finance 	<p>ACCA Diploma in Accounting and Business (RQF Level 4)</p> <ul style="list-style-type: none"> FBT Business and Technology FMA Management Accounting FFA Financial Accounting

How to talk about The ACCA Qualification

STAT: IN A RECENT SURVEY 95% OF EMPLOYERS STATED THAT ACCA WAS A RESPECTED PROFESSIONAL QUALIFICATION BRAND.

Straplines	A forward-thinking business qualification for a fast-changing world.
	ACCA – for a qualification that opens doors all over the world.
Medium	A globally-recognised qualification that offers real world experience and a strong digital focus. Just the job for forward-thinking finance professionals.
	Looking to progress your career in finance? Study for the ACCA Qualification and open the door to a world of opportunity.
Long	An ACCA Qualification gives you the edge and opens the door to millions of exciting and rewarding jobs, all over the world. Recognised and respected, it's a qualification that says you are serious about finance and you understand the latest developments shaping the way business operates.



 **DOWNLOAD AND SHARE INFOGRAPHIC**

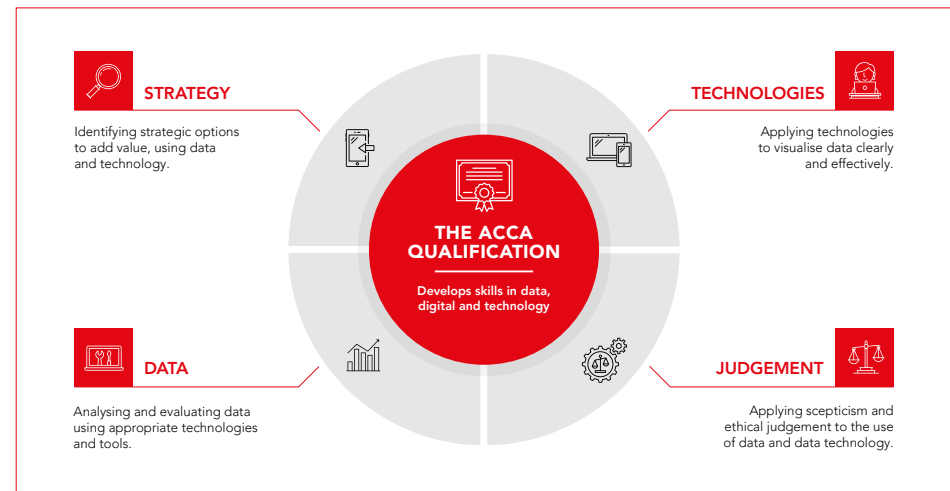
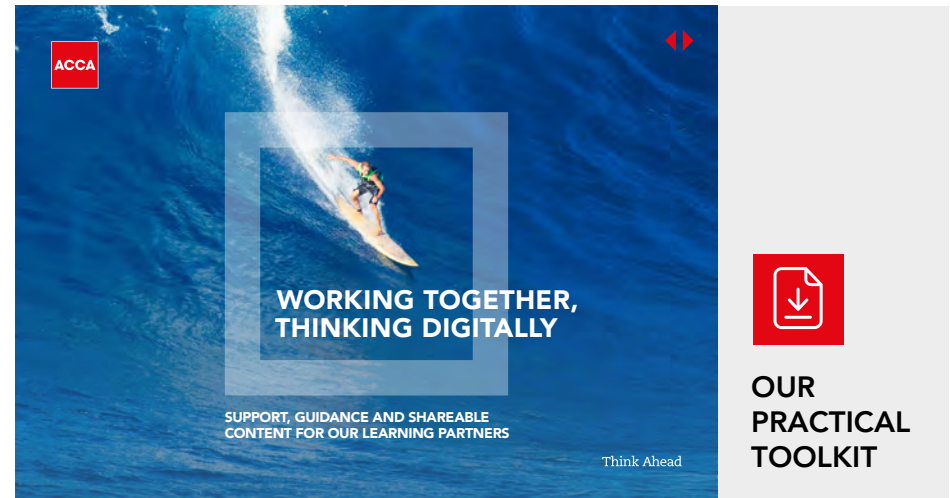
How to talk about The ACCA Qualification cont.

TALKING DIGITAL

Attract digitally-astute budding finance professionals to your courses by **demonstrating how ACCA provides advanced digital skills and acumen**. Our practical toolkit contains relevant research and shareable content.

Download our infographics to share via your social media channels

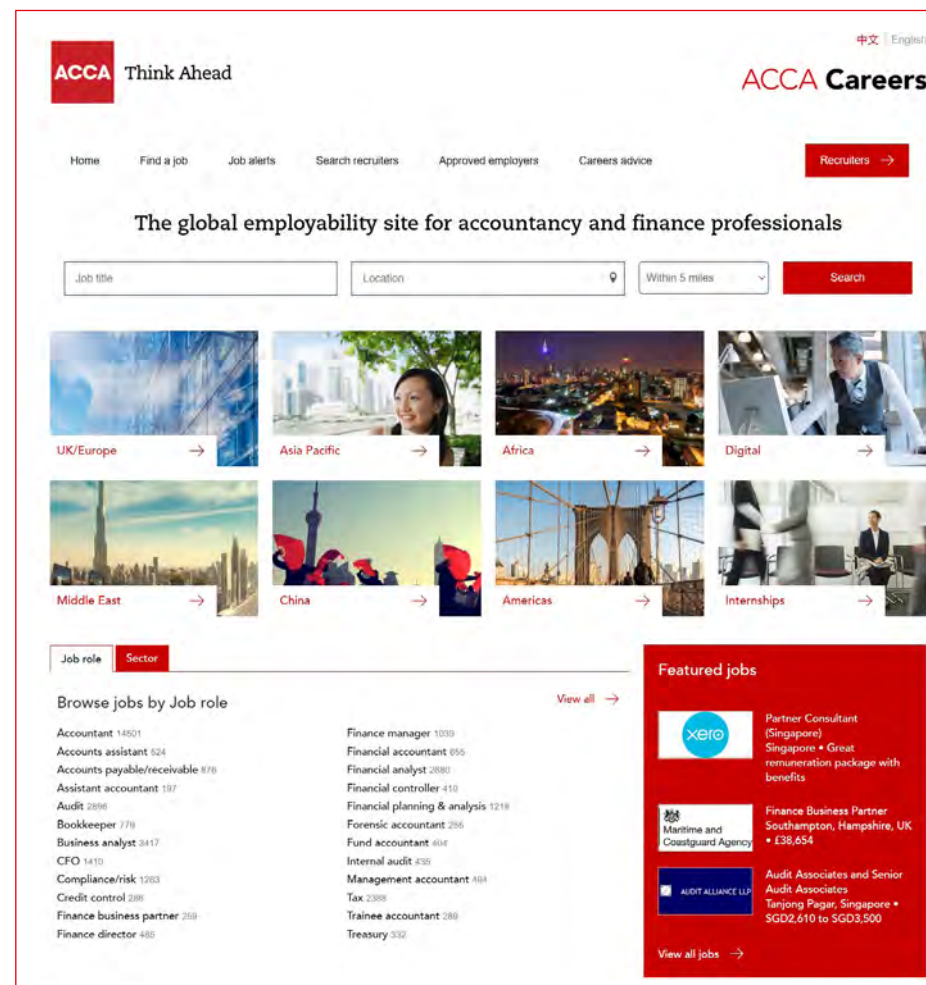
DOWNLOAD AND SHARE INFOGRAPHICS



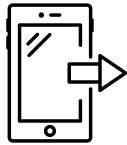
How to talk about ACCA Careers

STAT: OVER 100,000 NEW JOBS ARE POSTED ON ACCA CAREERS EVERY MONTH, WITH THOUSANDS OF ENTRY LEVEL ROLES FOR ACCA STUDENTS.

Straplines	<p>Get your career off to a flying start with ACCA Careers.</p> <p>ACCA Careers, the global employability site for accountancy and finance professionals. Connecting the best and brightest minds with businesses around the world.</p>
Medium	<p>Your global connection to the most exciting and rewarding job opportunities around. ACCA Careers is the world's leading finance and accountancy job board, with over 200,000 job vacancies from more than 30,000 employers posted worldwide.</p>
Long	<p>ACCA Careers, your valuable global recruitment resource. Boost your employability and showcase your skills to the world's top employers. You'll find exciting, rewarding opportunities to take your career forward. It's where major organisations look for ambitious and talented individuals just like you.</p>



How to talk about ACCA Careers cont.



Want to share this infographic on your website or social media channels?

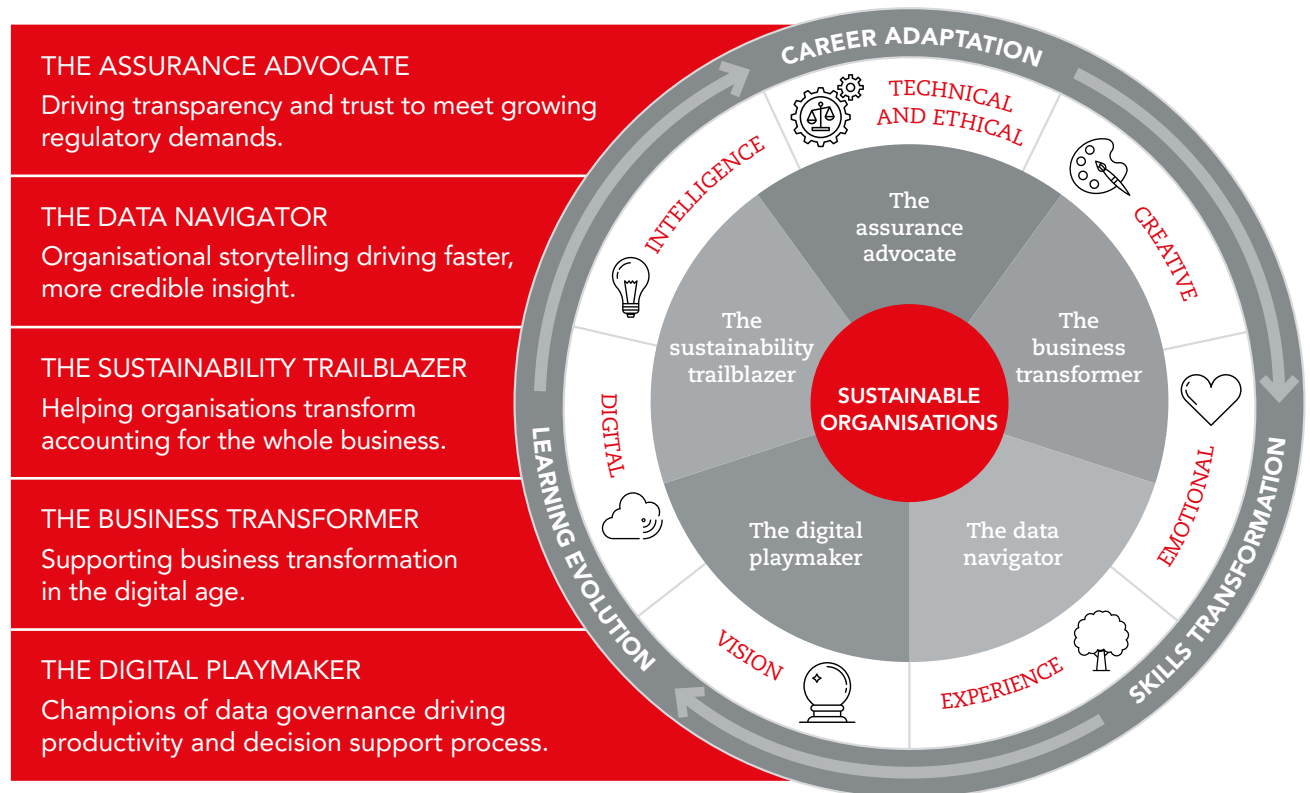
Grab the image of the infographic from the [asset library](#) and share with the text below:

Global trends are reshaping the future of the accountancy profession. ACCA's Future Ready report shows five exciting career zones, representing areas of opportunity for individual career development.

[Find out more](#)

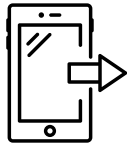


DOWNLOAD INFOGRAPHIC



Navigating the journey ahead

Career Navigator



Promoting the ACCA Career Navigator in your comms

Grab the image of the infographic from the [asset library](#) and share with the text below:

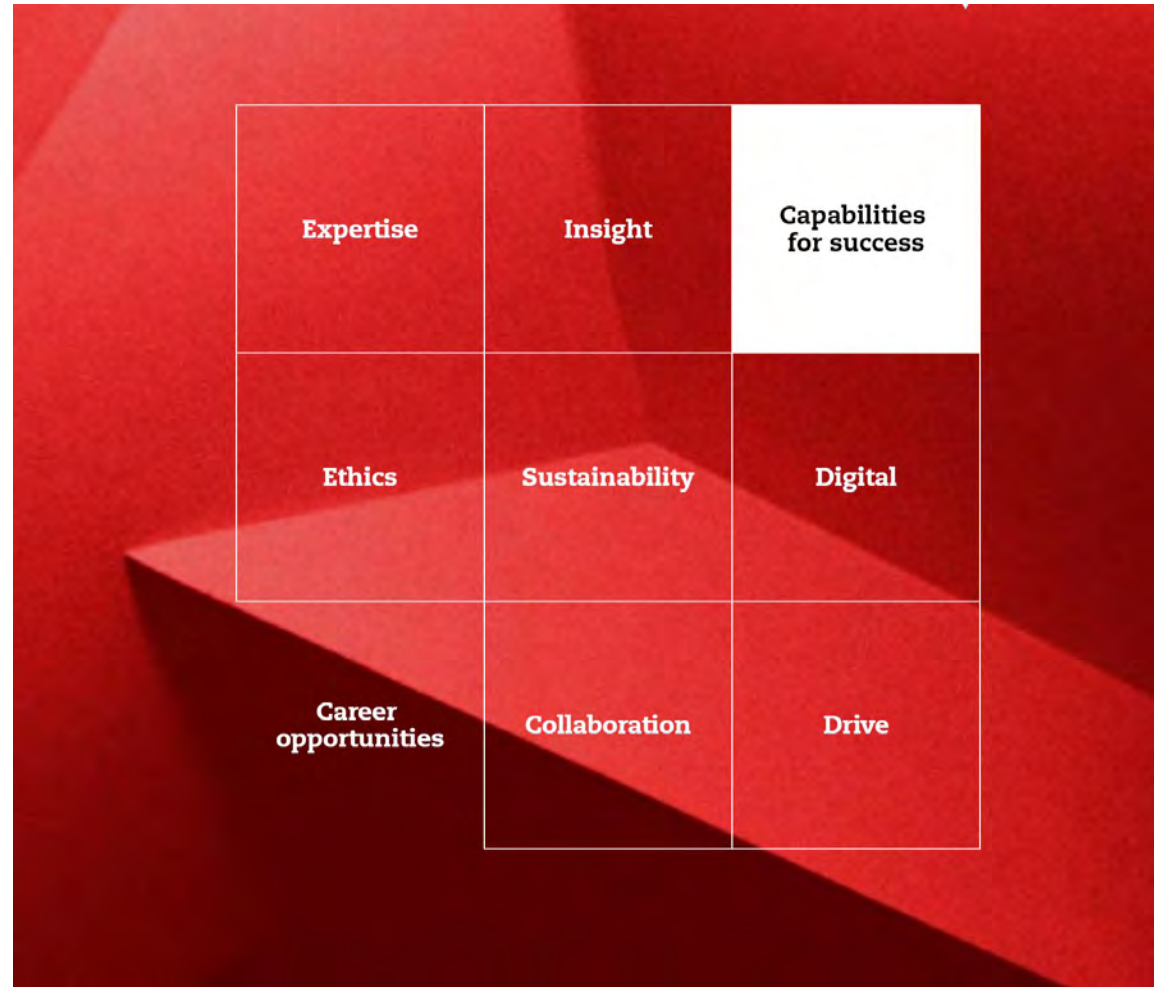
Wherever you are on your journey, our navigator guides your route – acquire new skills, explore career destinations and opportunities and grow your talent.

START TODAY



Include the ACCA Career Navigator video.

Find it here



How to talk about The accountancy profession

We all have a common goal –

to keep the accountancy profession relevant and the ACCA Qualification in demand.

In addition to the messaging framework outlined on this page, our professional insights team seeks answers to the big questions around being an accountant.

In addition to the shareable messaging outlined on this page, be sure to also check out our Professional Insight Team’s reports, articles and videos to support your efforts in promotion the accountancy profession to prospective students.



 [DISCOVER MORE](#)

Straplines	Become one of the sought-after finance professionals our fast-changing world needs.
	Our fast-changing, increasingly digital world needs forward-thinking finance professionals.
Medium	All industries need finance professionals. So if you’re looking to work in business, media, sport or politics, a finance and accountancy qualification could be what gets your foot in the door.
	Accountancy is well-placed to support organisations and society in achieving long term sustainability and prosperity.
Long	Throughout history the world has relied on accountants to keep economies on track. It’s still the same today. There is huge demand across the globe for highly-qualified financial professionals. For a forward-thinking future, think finance.

READY-TO-SHARE CONTENT TO ATTRACT DIFFERENT TARGET AUDIENCES

ACCA students typically fall into
three core segments:

- School leavers aged approximately 16-19
- University graduates with a relevant degree
- Career changers or individuals looking to up-skill

We've provided you with ready-to-use communication
templates tailored to each student group or 'segment.'

School leavers who've not yet obtained a degree



With ACCA and [insert tuition provider name] you really can have it all

Hi [prospective student name]

Are you planning on going to University?
Do you dream of obtaining an internationally recognised bachelor level degree but are still unsure whether it's the right path for you?
Well, what if I told you that with ACCA you don't have to choose?

Discover more on how you can study ACCA and get a degree at the same time.

 JOIN US

University graduates with relevant degrees



With ACCA and [insert tuition provider name] you really can have it all

Hi [prospective student name]

When you choose to study ACCA with [insert name of tuition provider], you choose a future full of opportunity. You become the strategic, forward-thinking finance professional the world needs. And you open the door to an exciting, rewarding career that will take you wherever you want to go.

What's more, if you already have a relevant degree, you may be exempt from some exams enabling you to start at a higher level and giving your career in finance a head start.

What exemptions are available?

ACCA offers exemptions from the Foundation level or ACCA Qualification exams, based on your prior learning. They help ensure you start with us at the level that's right for you.



Getting an idea of what exemptions you might be eligible to claim is quick and easy. It takes less than five minutes. You can even get an email copy of your results.

Discover more about what ACCA can do for your future.

 JOIN US

Career changers



With ACCA and [insert tuition provider name] you really can have it all

Hi [prospective student name]

Unsure whether now is the right time to begin your ACCA journey? It's always a good time to study ACCA but now more than ever is the ideal moment to learn and consolidate your skillset.

In times of economic uncertainty, finance professionals are even more important to organisations – to support survival, assist with strategy and lead on transformation to a new environment. And the ACCA Qualification can equip you with all the skills employers are looking for.

Expand your horizons and your network

One of the greatest things about joining ACCA is that you're never alone. You join a diverse body of more than 241,000 members and 542,000 students across 178 countries. That's a huge network of people, some of whom might be future employers, mentors, study buddies or supportive peers.

Discover what skills you can develop throughout each component of the ACCA qualification.



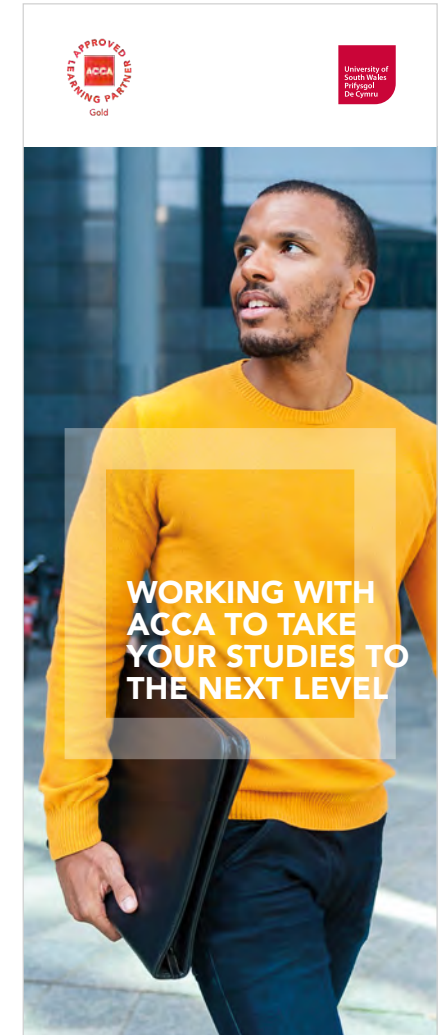
JOIN US

Co-branded event collateral applicable to Approved Learning Partners only

As one of our valued **Gold or Platinum Approved Learning Partners**, we can co-brand a range of digital ACCA material for use at your events.



FIND OUT MORE





Any questions? please
contact your **local office**

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