

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, orange clouds.

MARKETING SUPPORT AND GUIDANCE TO BOOST YOUR BUSINESS

Think Ahead



BOOST YOUR BUSINESS, INCREASE YOUR ACCA INTAKE

As a valued learning 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, info graphics and collateral
- ready to share, tailored communication templates

A woman with dark hair is smiling and looking towards the right. A large red square is overlaid on the right side of the image, containing the text 'LET'S TALK ABOUT ACCA' in white, bold, sans-serif capital 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.

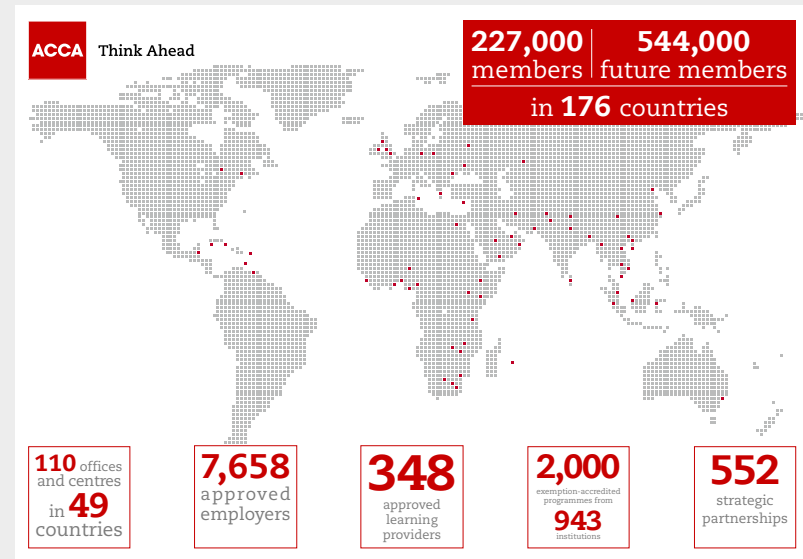
How to talk about ACCA

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.

Info graphic showing ACCA's global reach.



Download and share via your own communication channels

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.



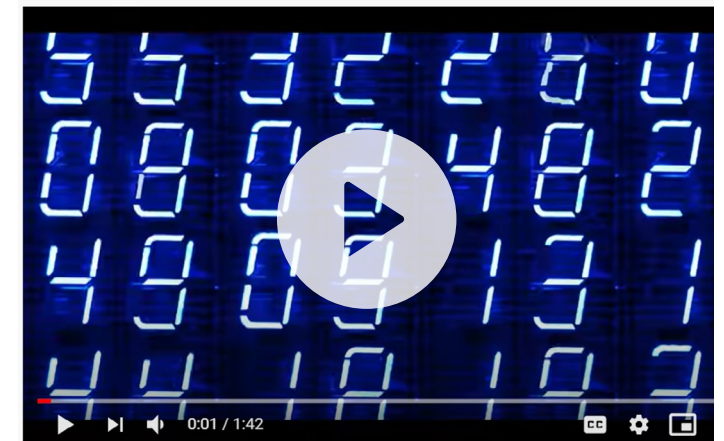
Please ensure ACCA official videos are not edited from the original in any way.



Get a flying start to your business career with ACCA

100,446 views • Jun 5, 2019

139 0 SHARE SA



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
ACCA Diploma in Financial and Management Accounting (RQF Level 2) <ul style="list-style-type: none"> FA1 Recording Financial Transactions MA1 Management Information 	ACCA Diploma in Financial and Management Accounting (RQF Level 3) <ul style="list-style-type: none"> FA2 Maintaining Financial Records MA2 Managing Costs and Finance 	ACCA Diploma in Accounting and Business (RQF Level 4) <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



KEEPING THE ACCA QUALIFICATION CURRENT AND RELEVANT

Recent business scenarios and industries used in our exams



Big data



Cyber attacks



Disruptive technology



Financial institutions



Not-for-profit organisations



Cloud-based business



Struggling retailers



WORKING TOGETHER, THINKING DIGITALLY

SUPPORT, GUIDANCE AND SHAREABLE
CONTENT FOR OUR LEARNING PARTNERS

Think Ahead



OUR PRACTICAL TOOLKIT



STRATEGY

Identifying strategic options to add value, using data and technology.



TECHNOLOGIES

Applying technologies to visualise data clearly and effectively.



DATA

Analysing and evaluating data using appropriate technologies and tools.



JUDGEMENT

Applying scepticism and ethical judgement to the use of data and data technology.

THE ACCA QUALIFICATION

Develops skills in data,
digital and technology

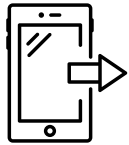
How to talk about ACCA Careers

STAT: ACCA CAREERS POSTED OVER 1.4M JOB VACANCIES WORLDWIDE IN 2020

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>

The screenshot displays the ACCA Careers website interface. At the top, the ACCA logo and 'Think Ahead' tagline are on the left, while 'ACCA Careers' and language options (中文 | English) are on the right. A navigation bar includes links for Home, Find a job, Job alerts, Search recruiters, Approved employers, Careers advice, and a Recruiters button. Below this is the tagline 'The global employability site for accountancy and finance professionals'. A search section features input fields for Job title, Location, and a radius (set to 'Within 5 miles'), with a Search button. A grid of eight featured regions is shown: UK/Europe, Asia Pacific, Africa, Digital, Middle East, China, Americas, and Internships, each with a representative image and a right-pointing arrow. Below the grid, a 'Browse jobs by Job role' section lists various roles and their counts, such as Accountant (14501), Financial manager (1039), and Finance business partner (259). A 'View all' link is provided. On the right, a 'Featured jobs' section highlights three specific opportunities: a Partner Consultant role in Singapore, a Finance Business Partner role in Southampton, UK, and an Audit Associates and Senior Audit Associates role in Singapore.

How to talk about ACCA Careers cont.



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

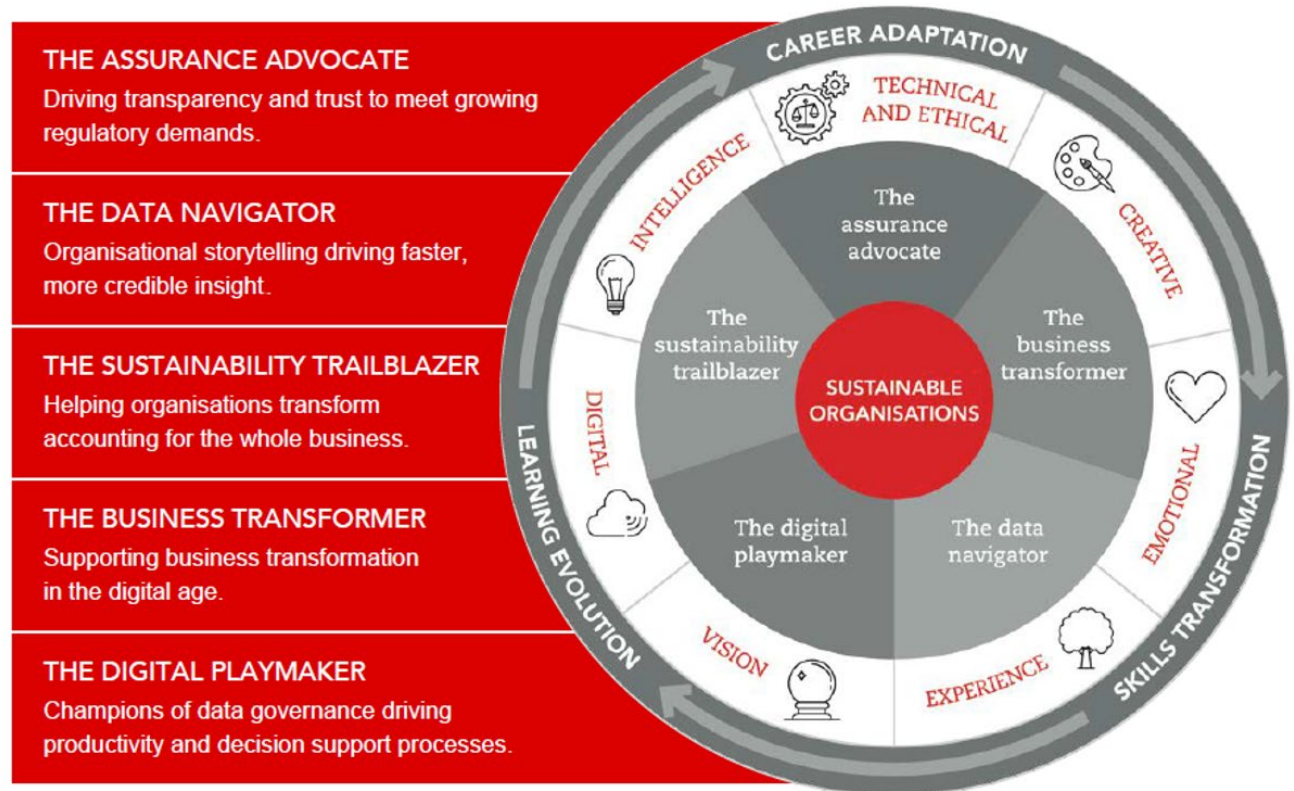
Grab the image of the infographic from the **asset library** and share with the text below:

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



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 promoting 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?

The ACCA Qualification's Applied Knowledge and Applied Skills exams are considered equal to a bachelor's degree – so, thanks to a partnership with Oxford Brookes University (OBU), once you've sat these exams and completed your Ethics and Professional skills module you'll be eligible to apply to OBU to undertake a research and analysis project and obtain your degree.

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



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.



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 227,000 members and 527,000 students across 176 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

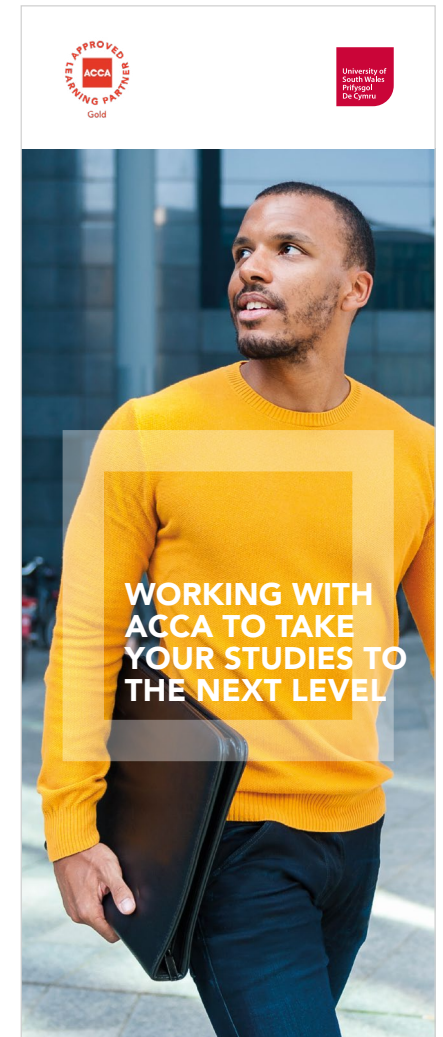
Co-branded event collateral

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

Just send us your organisation's logo and we'll send you a pack of marketing material, **free of charge**, to help you promote your ACCA programmes.



FIND OUT MORE





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

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