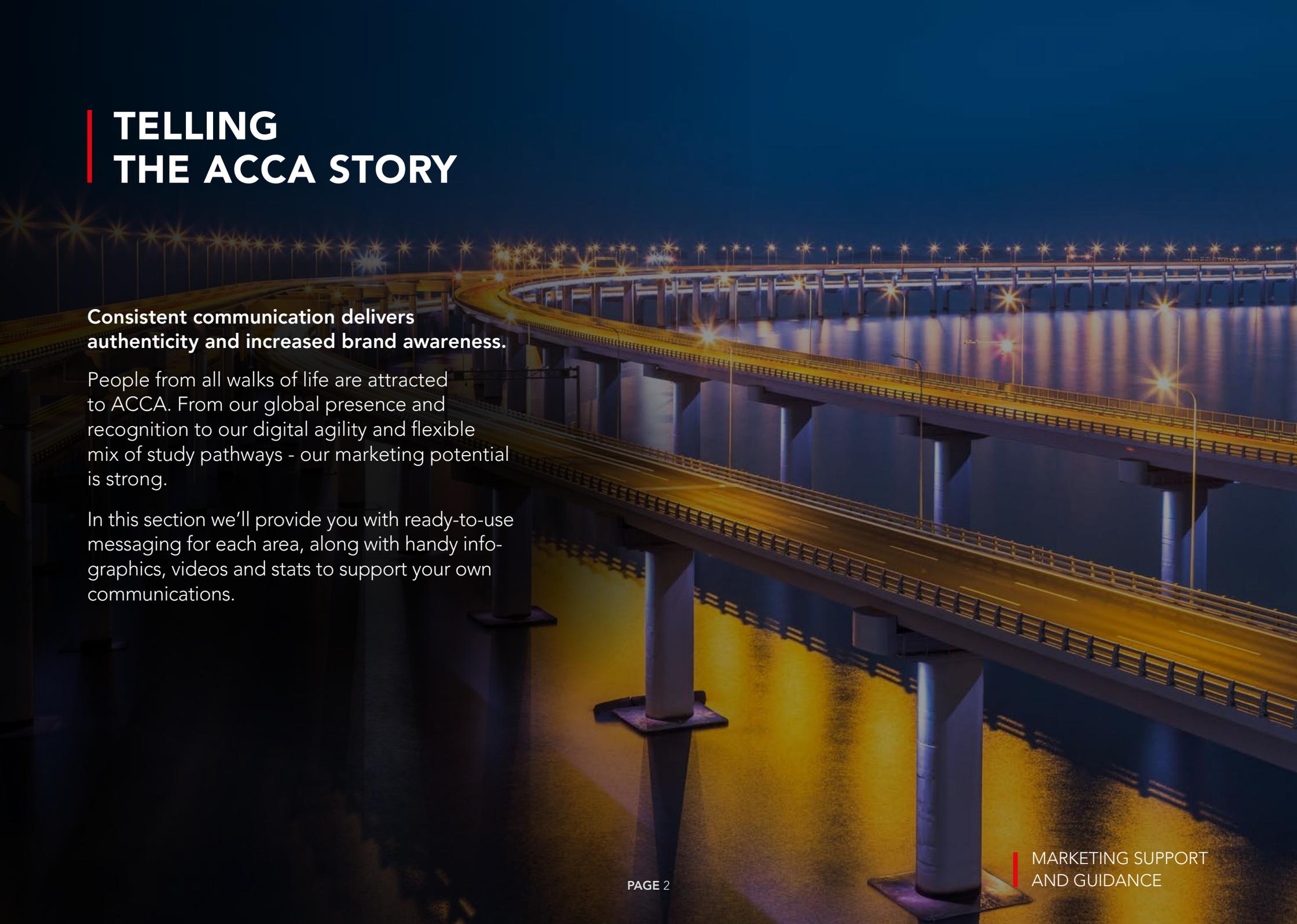




**READY-TO-SHARE
PROMOTIONAL
MESSAGING
FOR YOUR
COMMUNICATIONS**



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.

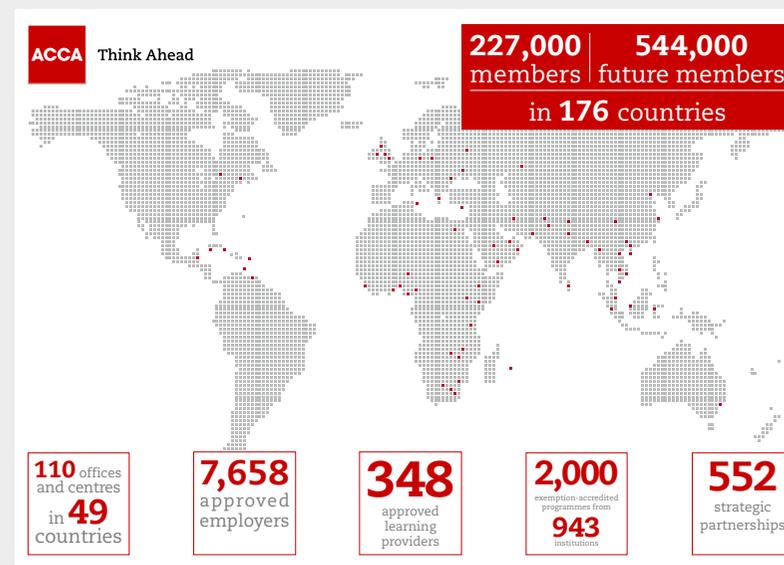
How to talk about ACCA

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

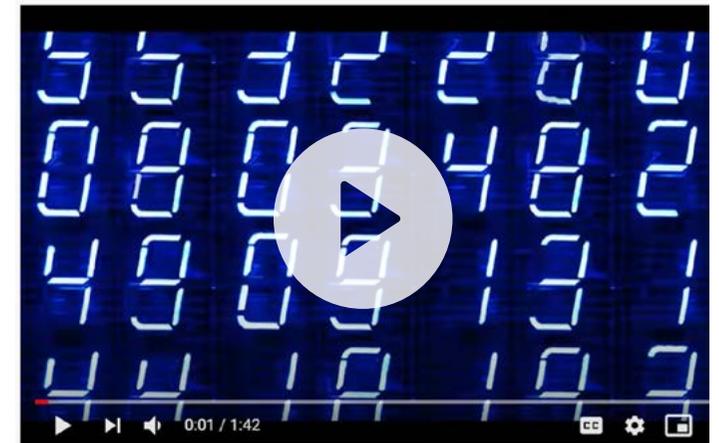
100,446 views • Jun 5, 2019

139

0

SHARE

SAY



More than numbers

1,249,680 views • Jan 13, 2020

420

13

SHARE

SAY

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**

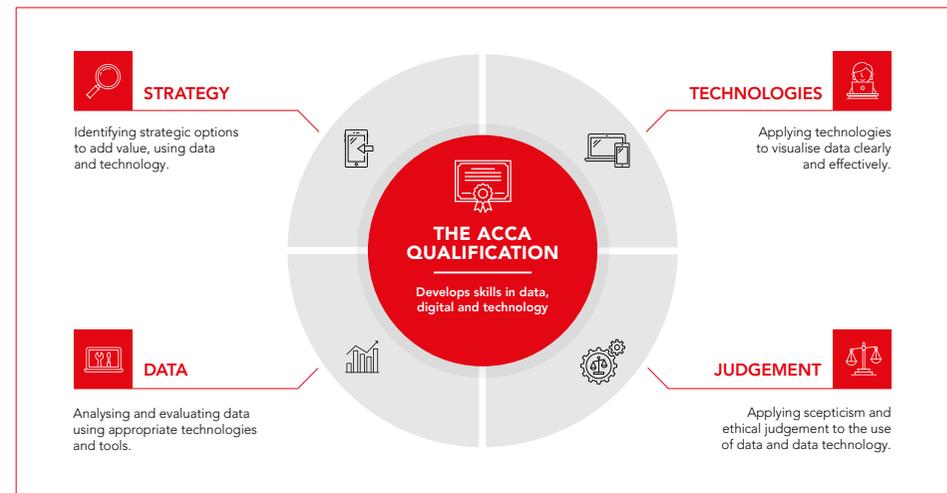
How to talk about The ACCA Qualification cont.

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

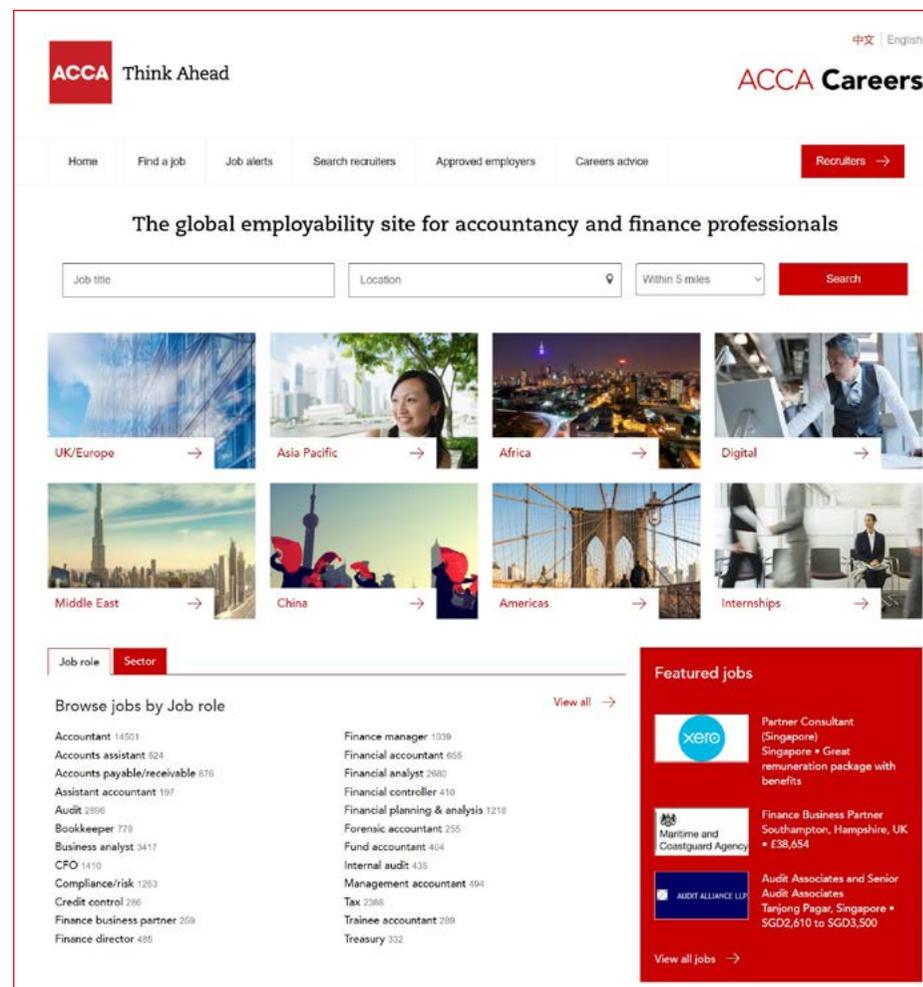
DOWNLOAD AND SHARE INFOGRAPHICS



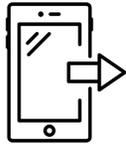
How to talk about ACCA Careers

STAT: 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>



How to talk about ACCA Careers cont.



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

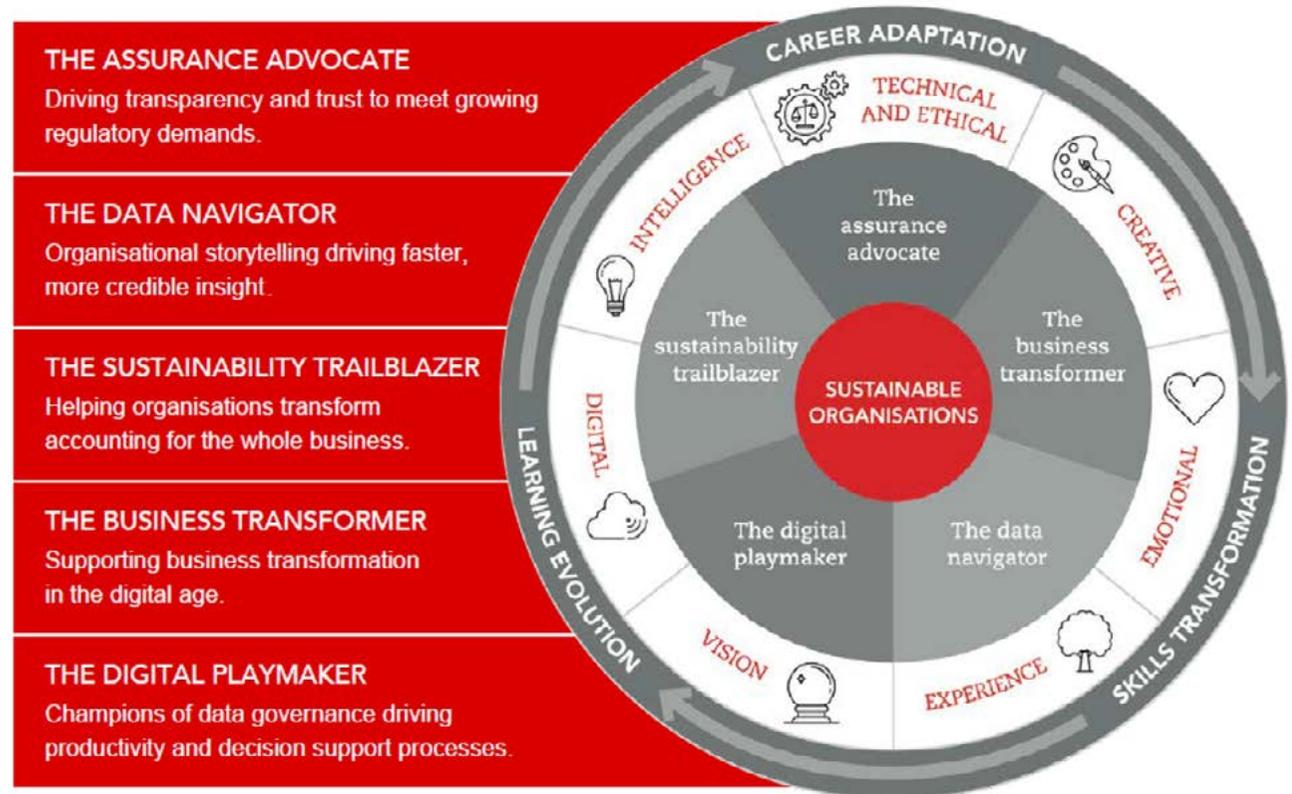
Grab the image of the infographic from the [asset library](#) and share with the text below:

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 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.