

# Rock And A Hardplace

## Frequently asked questions





# Welcome to Rock And A Hardplace

## eLearning

### What is it?

Rock And A Hardplace is the new online learning company for the communications industry. It was developed in the UK and is being launched in Africa by Adtherapy.

### Who's behind it?

The team behind its creation were a perfect combination of Account Handlers, Creatives and Strategic Planners alongside an award winning online learning company - Willow DNA

This has resulted in a truly blended programme with real insight built into bite size learning assets to form a comprehensive learning experience.

### What's their experience?

The team have worked together at large agencies like Saatchi & Saatchi and smaller ones in the UK as well as Internationally. They have also written and designed award winning eLearning projects for the IPA.

The founders all separately pursued careers in Learning and Development. They have been running training courses at over 70 agencies in the UK and globally. They also run courses for the IPA, EACA, ISBA and often speak at industry conferences and at Universities in the UK and worldwide.

### Why eLearning?

The eLearning project came out of client demand for training content delivered in shorter more bite sized channels than the traditional one or two day training course.

This demand encouraged the team to create the Rock And A Hardplace.

### Is eLearning the future?

By the end of 2014, 10,000 people will have completed an IPA (Institute of Practitioners in Advertising, UK) online course. Agencies in the UK are employing a generation brought up on



eLearning. SA and other African countries are probably not there yet, but there is a growing trend towards elearning.

### **So what do I get?**

Rock And A Hardplace have created ten modules each lasting around an hour covering a range of topics and designed for different disciplines and different levels of experience.

### **Who are they for?**

The modules will give a top line understanding of the core aspects of the topic. They will act as a useful foundation for some and a timely reminder of key principles for others.

### **What are the modules?**

1. How to be the best account Handler in your agency
2. Understanding your clients' business
3. Tools for Strategic Planning in a digital world
4. Making Creative Briefs brief and briefings creative
5. Judging ideas in the integrated era
6. Making complex arguments buyable
7. The art and science of selling ideas
8. Negotiation skills: beyond win win
9. Leading people for peak performance
10. Techniques for idea generation

### **What's in a module?**

Each module is divided into three fully-interactive eLessons. There are questions to answer at the end of each eLesson and some exercises to try out on the job and in teams.

Each module contains an extensive glossary of marketing terms. When each eLesson is completed an eBook can be downloaded to act as a useful reminder.

### **What else?**

Each module contains a video featuring leading industry experts discussing the particular topic.

## Who's featured?

The modules feature interviews with top international talent for their insights and tips.

Bridget Angear - Joint Head of Planning, AMVBBDO (UK)

Paul Bainsfair - Director General, IPA (UK)

Chris Clark - Global Head of Marketing, HSBC Holdings PLC (UK)

Graham Fink - Chief Creative Officer of Ogilvy China

Steve Henry - Creative Consultant & ex joint founder of HHCL (UK)

David Kershaw - CEO M&C Saatchi (UK)

Debbie Klein, - Chief Executive of Engine and Chairman of WCRS (UK)

Christopher Macleod - Marketing Director, Transport for London

Craig Mawdsley - Joint Head of Planning, AMVBBDO (UK)

David Meikle - Founder of Salt (UK)

Kate Stanners - Executive Creative Director, Saatchi & Saatchi (UK) Richard Storey - Global Chief Strategy Officer, M&C Saatchi.

## How does it work?

When a user is allocated a module they have 28 days to complete it. They can pause, rewind and replay the module as often as they like.

The modules are bought in blocks of a hundred, you can purchase as many blocks as you require. You have year's access to all ten modules. You choose how you use them. You can give 10 people all 10 modules or 100 people 1 module. This gives those responsible for the development of their people a totally flexible resource to use throughout the year.

## When can they be used?

Modules can be used 24/7/365 all you need is an internet connection

## How do I know my people are using them?

The L&D team will have access to a reporting system that monitors the progress users are making through the module.

The L&D team will benefit from being able to respond to learning requests from management or learning needs coming out of an individual's appraisal - cost efficiently, speedily, and effectively - delivered to peoples' desks in minutes.

This speed and efficiency is backed up by quality and real experience, 'hard- baked' into both the content and the delivery. The Rock And A Hardplace modules are an invaluable resource for every agency's learning and development team.

Rock And a Hardplace has formed a partnership in Africa with Adtherapy.  
For any questions, please contact Gillian@adtherapy.co.za or Paul.Burns@randhp.com

## **It sounds expensive?**

All this is available for £3,500 for 100 modules and will be available to an Agency as soon as you sign the T&C's and the annual fee is paid.

Smaller blocks of 50 (£2,200) or 25 (£1,500) modules can be purchased but the cost per module will increase.

Larger blocks of 500 (£13,950) or 1,000 (£24,400) can be purchased and the cost per module will decrease. (Note for users outside the UK: all payments are made to the UK, in British Pounds).

## **What happens next?**

When you sign the T&C's and the fee is paid you will be given instructions on how to invite users to have access to the modules they are given.

As an administrator you receive instructions on how to access the management reporting to monitor allocations and usage.

## **What is Adtherapy's involvement?**

Adtherapy is the R&HP team's partner in Africa. They will provide assistance to any client (technical assistance will still be done from the UK). In addition, workshop or mentoring support will be provided by Adtherapy should it be required. For more info about Adtherapy please read here or call Gillian Rightford on 0832659099.

## **Are the courses accredited and what's the NQF level?**

The courses are not SETA accredited as they do not have a test component (although there are quizzes), and do not result in a recognised qualification. These modules are only an hour long and are meant to provide a burst of knowledge, either foundational or a reminder, to ensure a more proficient practical handling of the topic.

The modules are practitioner-created and are made for the improved professional performance of practitioners.

Adtherapy (or Rock and a Hard Place) can issue a Certificate of Completion should you require.