

### **Advice for New Starters in the Industry**

All our learning is written and curated by industry leading practitioners. Whenever we have these luminaries in to film content for any of our online learning, we ask them one important question:

***If you had one piece of advice for a new starter in the communications industry, what would it be?***

You can listen to an incredible set of advice from the people who really know what they are talking about on [the IPA Youtube channel](#).

These videos feature advice from Foundation Certificate module authors both past and present such as:

- **Sir John Hegarty**, Founder of BBH
- **Stephen Woodford**, CEO of the Advertising Association
- **Debs Gerrard**, Creative Director at LEGO Group
- **Will Collin**, Strategy Lead at Karmarama
- **Olivia Johnson**, Planning Director at Wunderman Thompson
- **James Hankins**, Lead Planner/Strategist at Manning Gottlieb OMD
- **Shekhar Deshpande**, Head of Strategy, Global Accounts at Facebook
- **Toby Strangewood**, Director at Wake the Bear
- **Emerson Bramwell**, Data Partner at Wavemaker

These videos are great to share with your learners who are looking for some inspiration from top leading practitioners who have contributed to the evolution of the IPA Foundation Certificate.