Client: Advertising Standards Authority

Programme: Advertising Regulation: from Theory to Practice

(Delivered in London, UK, 2015)

The client

The Advertising Standards Authority (ASA) is the UK’s independent regulator of advertising across all media. They apply the Advertising Codes, which are written by the Committees of Advertising Practice.

The problem

ASA approached Dods Training through Dods Monitoring and asked for a course which covers both theoretical and practical aspects of UK regulation. They are interested in a high level course which would be valuable to their regulatory policy team in particular and covers principles of better regulation.

Our actions

After speaking with both the client and our team at Dods Monitoring about the specific training needs of the participants, we designed a bespoke agenda which takes them through the context for regulation in the UK and also tools ASA can use to develop better regulation. The trainer for this course is highly experienced in legislation and the workings of Government and Parliament.

We arranged a conversation between the trainer and the client to run through the specific requirements for the participants, including topics they would like to focus on and the case studies that would be helpful to their day-to-day responsibilities. We also included two expert guest speakers in the programme, so the overall learning experience is more consultative and valuable. The first guest speaker is an expert from the House of Lords who had experience on the ASA Council, and he was able to offer insights from both the regulator and Westminster perspective. Our second guest speaker is from the Better Regulation Executive who took the participants through the better regulation principles.

During the training participants were also taken through different types and methods of regulation, regulation reform, and a bespoke practical exercise allowing participants to action what they have
learned during the day.

**Conclusion**

The course was delivered successfully with fantastic feedback on the high level of expertise and insights shared by the trainer and guest speakers.

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