



**360° BENEFITS**

**“WHAT GOES AROUND COMES AROUND.”**  
**“YOU GET WHAT YOU GIVE.”**  
**“YOU REAP WHAT YOU SOW.”**  
**“ALL FOR ONE AND ONE FOR ALL.”**

**You get the picture.**

In a continuous effort to strengthen the local advertising industry, 4As has initiated the Boomerang Membership Accreditation Programme. Building on the core idea, that when there is action, there will be reaction. With each member's active participation and contribution, the benefits are reaped. **COLLECTIVELY.**

## **OBJECTIVE**

To invest in the future prosperity of the advertising industry and lift its professional standing through a simple yet rigorous accreditation programme.



**4As MALAYSIA**  
GROWING BRANDS  
THROUGH CREATIVITY

# WHY ACCREDITATION?

## For Agencies

- Promote a culture which respects and values talent within the advertising industry.
- Improve the professional standing of agencies in business & the community.

## For Marketers

- Give the marketing community more confidence in advertising agencies.
- Assist in agency selection and tendering.

# WHY ACCREDITATION?

## For Talents

- Provide a formal program of continuous professional development.
- Make advertising a more attractive and stable career option.

## For the Community

- Meet community expectations of the role and responsibility of advertising.
- Demonstrate a commitment to corporate responsibility.

# WHY IS IT IMPORTANT?

- To remain in membership, all 4As agencies must achieve the required criterias for Accreditation.
- Members must demonstrate their commitment in achieving the required Boomerang Membership Accreditation Programme (BMAP) Points and manifest, that people development is imperative and part of their agency's operations.
- Active participation in the BMAP will not only harness their skills to meet company's objectives but also drives it to success.
- Keep the vibrancy of the agencies' learning culture alive though active participation in the various programme by the 4As.

*\*Required BMAP Points to be prorated according to member's time of joining.*

# MECHANICS

The BMAP Points comprise of two main indicators:

## **Training & HR Development**

Training programmes conducted by 4As and those programmes recognised by the 4As would be accorded BMAP Points. Depending on the content & relevancy of the programme, BMAP Points would be given by the 4As Training Credits Committee.

## **Service & Participation**

As part of our commitment to our organisation, members are encouraged to actively be involved in the industry. Members are also encouraged to participate in the activities of the association such as attending the AGMs/EGMs/BGMs, meetings in respect of industry issues, Kancil Awards, Effie awards shows via submission of entries, selected for jury duties and/or co-opted for industry projects.

# MECHANICS

## **\*\*Training**

4As	100 points
IACT/TNP	Max 80 points

## **\*Service & Participation**

AGM/EGM/BGM	100 points
Co-opted for special projects	50 points
Jury for Kancil/Effie	50/70 points
Course Lecture	50 points
Guest Lecture	50 points
Kancil submission per entry	20 points
Effie – per entry	50 points
Elected to Council	10 points per meeting
Internship (More than 3 Months)	20 points
Internship (Less than 3 Months)	10 points

\*BMAP points subject to the approval of the 4As Training Credits Committee.





# MECHANICS

Agencies are required to achieve the following in order to renew their Membership:

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Less than 15 full time staff	200 points
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More than 15 but less than 25	300 points
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More than 25 but less than 75	500 points
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More than 75 staff	750 points
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# RULES OF ENGAGEMENT

- Period of achieving BMAP Points is from April to March of each year.
- Members will be reminded half-yearly by the 4As (via E-mails/letters/etc.) that they must achieve their required BMAP Points.
- Members need to update their Boomerang Points on the Boomerang Portal. The supporting documentation such as invoice, attendance, brochure must be uploaded to show proof.
- If they do not achieve the required BMAP Points – the 4As Training Credits Committee will make a recommendation to the Council for a decision.

# RULES OF ENGAGEMENT

- Organizations can apply for BMAP Points for programmes they believe have added value to their organization.
- Members can also apply for BMAP Points for other training / seminars that they attend. Approval of BMAP Points is subject to the approval of the 4As Training Credits Committee.
- No training will receive higher BMAP Points than a certified 4As training programme.
- Excess BMAP Points acquired in one reporting period cannot be carried over to the next reporting period.

# PROGRAM GUIDELINE

These guidelines apply to programmes being evaluated for BMAP Points:

- Speaker / trainer must have industry experience in marketing, branding, advertising and related areas.
- Speaker / trainer must be experienced in conducting training sessions and workshops.
- Recommend that programme should be HRDF claimable.

# PROGRAM GUIDELINE

- Programme is encouraged to be a minimum of 1 day for a period of 8 hours.
- Content / topic of the workshop needs to be approved by the 4As Training Credits Committee, whose decision is final.
- These guidelines may be updated from time to time.