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Agency Mania Solutions Partners with the ANA to Offer Training Courses for Marketers

Agency Mania University courses are now available to members of the Association of National Advertisers (ANA)

BELLEVUE – NOVEMBER 2, 2021 –Today [Agency Mania Solutions \(AMS\)](#) announced training curriculum, Agency Mania University (AMU), which will be available to the Association of National Advertisers' (ANA) members and affiliates through their Media Platform Affiliate Program.

This offer was made possible by the long-standing relationship between the organizations, as evidenced by their work with the ANA's Marketing Training and Development Center, Advertising Financial Management Conference, and in the ANA's "Ask the Expert" program.

Agency Mania University provides practical advice and realistic business situations to eliminate issues that can hinder partnerships. Inspired by the industry reference book [Agency Mania](#), by Co-Founder and Principal Bruno Galpois, the courses train you in the specific skills needed for success and provide tools to help you manage it all. "Brand advertisers are eagerly seeking new best practices to guide them on how to be effective partners in these difficult times," said Galpois, "and the ANA is such an amazing marketing institution in our industry, we felt called to open up a library of knowledge to the greater market."

Agency Mania University will be available in the ANA's on-demand training section on their website, as a self-service training curriculum for marketing, procurement, and agency management professionals at any level. Available courses include *Building Relationships That Last*, *How to Evaluate Creative Work*, and *Mastering the Skill of Briefing*. Courses will be added to build a library of content focused on strengthening partnerships through effective management.

To access, visit the [Affiliate Program](#) via the ANA's [Marketing Training & Development Center On-Demand training catalog](#) for a 25% discount on any Agency Mania University course. Subscribe [here](#) to be notified of new courses or follow Bruno Galpois on [Twitter](#) and [LinkedIn](#) for updates.

About Agency Mania Solutions

Agency Mania Solutions (AMS) is a Seattle-based company with a SaaS platform and professional services that help global brands manage agency relationships and unlock their true potential. AMS is dedicated to helping brand advertisers navigate change and drive better business outcomes. The pressure of constant change on global brands – a proliferation of channels, digitalization of every facet of marketing, investor expectations and constrained budgets – makes it an absolute requirement for brands and agencies to produce more effective outcomes. AMS empowers them to get there. For more information, visit www.agencymania.com.

About the ANA

The mission of the ANA (Association of National Advertisers) is to drive growth for marketing professionals, brands and businesses, the industry, and humanity. The ANA serves the marketing

needs of 20,000 brands by leveraging the 12-point ANA Growth Agenda, which has been endorsed by the Global CMO Growth Council. The ANA's membership consists of U.S. and international companies, including client-side marketers, nonprofits, fundraisers, and marketing solutions providers (data science and technology companies, ad agencies, publishers, media companies, suppliers, and vendors). The ANA creates Marketing Growth Champions by serving, educating, and advocating for more than 50,000 industry members that collectively invest more than \$400 billion in marketing and advertising annually.

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