

Institute of Accountants and Bookkeepers

IAB LCCI Level 2 Certificate in Creative Arts and Digital Technologies

IAB Qualification Specification

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1. About IAB

Whilst the Institute of Accountants and Bookkeepers (IAB) was established in 1973, its history can be traced back to 1916.

The IAB was formed in 1973 by the Council of the Institute of Administrative Accountants to retain its links with its history by having an organization with Bookkeepers in its title, having been set up in 1916 as the Institute of Bookkeepers – being a professional body for bookkeepers, the present-day equivalent to the ‘in house’ Accountant working in industry and commerce.

The objective of the IAB was to offer basic qualifications in Bookkeeping at three levels, Preliminary, Intermediate and Final, with the final level being the equivalent to GCE A Level, a far cry from the breadth of qualifications now offered by the IAB, however this principle is firmly at the heart of the organisation.

In September 2022 the International Association of Bookkeepers (IAB) changed its name to the Institute of Accountants and Bookkeepers (IAB). This change was made to reflect the diversity of our membership and breadth of our qualification offering.

In 2023 the IAB celebrates its 50th year, the name change, specifically the word ‘institute’ endorses the heritage of the organisation and acknowledges the pioneering work that continues in education, Anti Money Laundering and the lobbying of legislation in government on behalf of the industry.

The IAB is recognised by HM Treasury to regulate our members for the purposes of the Money Laundering Regulations 2017 and 2019.

We represent our members at the following forums:

- * HMRC Agent Support
- * HMRC Compliance Reform
- * HMRC Powers & Safeguarding
- * HMRC Guidance Strategy Forum
- * Anti-Money Laundering Supervisors Forum and Accountancy
- * AML Supervisors' Group
- * National Cross Sector SAR Forum and Advisory Reform
- * Accountancy Intelligence Expert Working Group (ISEWG)
- * Companies House Accountancy Stakeholder
- * Anti-Money Laundering Supervisors Forum (by AMLSF)
- * Accountancy AML Supervisors Group (AASG)

IAB LCCI offers a wide range of qualifications; they are available at Levels 1 to 4 across the following subject areas:

- Business Management and Development
- Finance and Accounting
- Sales and Marketing
- Personal and Professional Development
- Vocational and Work-Related Skills
- Data Analysis and Management
- Creative Arts and Design
- Sustainability and Corporate Responsibility

Recognition

The IAB team includes established academics from UK universities and industry experts who are responsible in overseeing our entire qualification development and assessment processes to meet our high standards.

IAB Level 4, 5, 6 & 7 qualifications are designated higher education qualifications.

- We are regulated and approved by Ofqual (Office of the Qualifications and Examinations Regulation).
- We are a recognised Awarding Body by (QiW) Qualifications Wales & CCEA (Northern Ireland).
- We are a full member of Federation of Awarding Bodies (FAB).
- IAB is an AML supervisory body, and we are regulated by OPBAS, a subsidiary of the Financial Conduct Authority.

All our qualifications represent the latest in professional standards and provide opportunities for students to develop professional expertise. IAB has an outstanding history and an excellent global reputation. Our qualifications are designed to give you the best chance of achieving your full potential in your chosen career.

The professionally-designed qualifications give you the knowledge and skills you need to excel as a professional manager. Our Ofqual qualifications are recognised by colleges, universities, employers and governments around the world.

IAB is a not-for-profit organisation and we offer cost-effective high-quality qualification, with flexible and fast-track routes to degrees/master's degrees are a less expensive route to gaining a qualification.

The qualifications have been designed to provide an ordered sequence of study that enables a student to progress from Level 1 to UKHE-recognised Level 4 (First Year undergraduate) to Level 6 (Final Year degree graduate) and to Level 7 (i.e. Postgraduate Masters taught modules).

IAB LCCI qualifications

LCCI qualifications are awarded by the IAB, the UK's largest awarding body offering academic and vocational qualifications that are globally recognised and benchmarked.

LCCI qualifications are widely regarded by employers as preparing students to carry out the key functions of modern international business. The qualifications are recognised worldwide by employers, universities and professional bodies such as the Association of Chartered Certified Accountants (ACCA).

This new and engaging range of qualifications has been developed in collaboration with professional bodies, employers and customers. We have conducted in-depth, independent consultation to ensure that the qualifications develop the breadth and depth of knowledge, skills and understanding that students need to be effective employees, and that the qualifications support progression pathways.

Why study with IAB

IAB has a 50 year history and an excellent global reputation. Our qualifications are designed to give you the best chance of achieving your full potential in your chosen career. Our suite of Qualifications provides a realistic and broad opportunity for learners seeking career and professional development.

To develop our qualifications in Business, we collaborated with a wide range of students, employers, higher education providers, colleges and subject experts to ensure that the new qualifications meet their needs and expectations. Our qualifications are designed to adapt and develop in line with the needs and demands of employers now and in the future.

Our suite of qualifications provides a rich mix of disciplines and skills development opportunities. Learners will gain insight into the functioning, objectives and processes of organisations, appreciating their diversity and the influences and impact of external forces on them. The fast changing and complex business environment and different organisation's ability to stay resilient and respond positively to change and opportunities will be explored.

- We are approved and regulated by Ofqual (Office of the Qualifications and Examinations Regulation);
- Our graduates are accepted into corresponding degree and master's top-up programmes with advanced standing;
- An affordable pathway to a UK degree and masters (top-up) programme than the universities;
- Flexible study option through approved delivery centres globally & online;
- The curriculum has a combination of academic and professional elements;
- Learners will gain the professional skills expected by global employers;
- Option to become a professional member upon completion of certain level of our qualifications; and
- Increased potential for international career opportunities.

You will receive International Recognition by application of designated letters, increased employability and earnings potential, and become part of a worldwide community of professionals, leading the way in sustainability with no barriers to entry for qualifications.

About the qualification

This professional certificate has been designed to provide participants with a holistic overview on management accounting practice. It will provide a comprehensive understanding of the key principles techniques of management accounting.

This practical and interactive certification program has been specifically designed for professionals in the financial sector with positions, such as professional accounts from different levels, management accounts, finance professionals or managers'

Pathways

The Level 2 Certificate has been carefully designed to generate interest for students in a variety of subjects at higher levels. Higher Level Certificates, therefore, offer two key pathways for study, i.e., a Business Pathway (with a focus on Management, Marketing and HR) or a Finance Pathway (with focus on Accounting and Financial (Risk) Management).

In either Certificate pathway, a student may also opt to refine their study further with optional themes of study, which enable individual students to build a portfolio of case studies through their pathway and option choices that will both suit their business needs and ambitions and enable differentiation from other graduates.

Progression

IAB's framework of business management qualifications runs from Level 1, right through to Level 7. You can enter at any level and progress all the way to Level 7, enabling you to accumulate the credits needed for a university top-up.

IAB has progression arrangements with several UK universities that acknowledge the ability of learners after studying Level 4 -7 qualifications to be considered for advanced entry into corresponding degree year/top up and Master's/top-up programmes. Completion of this Level 1 Certificate will enable choice of a range of qualifications at Level 2 and beyond.

2. Qualification summary

Purpose of the specification

This specification sets out:

- the objectives of the qualification
- any other qualification(s) that a student must have completed before taking the qualification
- any prior knowledge and skills that the student is required to have before taking the qualification
- any other requirements that a student must have satisfied before they will be assessed or before the qualification will be awarded
- the knowledge, understanding and skills that will be assessed as part of the qualification
- the method of assessment and any associated requirements relating to it
- the criteria against which a student's level of attainment will be measured (such as assessment criteria).

Qualification title

IAB LCCI Level 2 Certificate in Creative Arts and Digital technologies

This qualification is approved by Ofqual and meets the Ofqual General Conditions for inclusion on the Register of Regulated Qualifications. The Qualification Number (QN) is: xxx/xxxx/x.

For all regulated qualifications, we specify the total number of hours that learners are expected to undertake to complete and show achievement for the qualification – this is the Total Qualification Time (TQT). The TQT value indicates the size of a qualification.

Within the TQT, we identify the number of Guided Learning Hours (GLH) that a centre delivering the qualification needs to provide. Guided learning means activities that directly or immediately involve tutors and assessors in teaching, supervising, and invigilating learners, for example lectures, tutorials, online instruction and supervised study.

As well as guided learning, there may be other required learning that is directed by tutors or assessors. This includes, for example, private study, preparation for assessment and undertaking assessment when not under supervision, such as preparatory reading, revision and independent research.

TQT and guided learning hours are assigned after consultation with users of the qualifications.

This qualification has a recommended TQT value of 200 hours and a GLH of a minimum of 110 hours.

The learning hours for this qualification are as follows:

Guided Learning Hours (GLH)	Total Qualification Time (GLH)
110 hours	200 hours

Qualification objectives

Rationale

The IAB LCCI Level 2 Certificate in Creative Arts and Digital technologies (VRQ) meets the following purpose.

The purpose of this qualification is to give students a thorough foundation in bookkeeping and basic accounting practices, including double-entry bookkeeping.

This qualification considers the main characteristics and functions of creative arts and digital technologies. It includes content relating to these main aspects:

- The characteristics and benefits of digital imaging and printing
- Different types of problem-solving techniques suitable for creative arts and digital technology sectors
- Action plans for solving problems and their review
- Creative writing skills to produce clear and effective content for a variety of purposes and media
- Assessment of creative writing content
- Employment and education opportunities within the creative industries sector
- Plans for career development in the creative industries sector

This qualification is appropriate for students who are already in a role, and for those aspiring to a role where they are required to use creative arts skills and digital technologies, ensuring that their skills can be used to solve project problems and produce suitable creative content for a range of different purposes.

The creative and digital technologies sectors are recognised as growth areas within the economy. Creative Arts and Digital Technologies qualifications have been designed to meet emerging skills requirements in these sectors. The qualifications have been designed to offer a wide range of options mirroring the careers and occupations available within these sectors.

The IAB LCCI Level 2 Certificate in Digital Skills(VRQ) will allow progression to other IAB qualifications and relevant professional body qualifications, as well as supporting progression to the job market, for example to the marketing section of an organisation. The IAB LCCI Level 2 Certificate in Creative Arts and Digital Technologies (VRQ) will support students who run their own business and who need to carry out their own administration

using digital technologies and those already working in a business environment who would like to enhance their skills.

Eligibility criteria

There are no formal entry requirements for this qualification.

Students may be studying in a local language, but the assessment will be in English. IAB recommends students have B1 level of English on the Common European Framework of Reference (CEFR). This will support access to the assessment materials and be able to communicate responses effectively.

There are no entry requirements for these qualifications but it is expected that learners will own or have access to at least one digital device. Centres must undertake initial assessment activities with learners to ensure that the chosen qualification is appropriate and they are capable of achieving the level they will be studying before enrolling them onto a programme of learning. These qualifications are available to learners aged 14 years or over.

Knowledge, skills and understanding requirements

Progression

IAB qualifications are designed to allow students to pursue different routes as outlined below.

Enter a chosen field of work, pursue a promotion, or change their field of work

The IAB LCCI Level 2 Certificate in Creative Arts and Digital Technologies supports progression into employment, for example to an office-based role in a company. The qualification also supports students who work in creative arts and technology businesses and who need to develop their computing skills and effective use of digital technologies, as well as those who are already working in a business environment and who would like to enhance their skills.

Using appropriate internal processes, centres must ensure they choose the most appropriate qualification level for their students' needs.

Progress to further study, such as the next level or externally with a professional body or education provider

This qualification allows progression to other IAB business and management qualifications, as well as qualifications in finance and accounting

The Ofqual Level 2 descriptors indicated in the table below show what level of knowledge and understanding, application and action and autonomy and accountability learners should be able to demonstrate relevant to the level of qualification they are studying.

Knowledge descriptors	Skills descriptors
The learner ...	The learner...

- | | |
|---|--|
| <ul style="list-style-type: none"> • Has knowledge and understanding of facts, procedures, and ideas in an area of study or field of work to complete well-defined tasks and address straightforward problems. • Can interpret relevant information and ideas. • Is aware of a range of information that is relevant to the area of study or work. | <ul style="list-style-type: none"> • Can select and use relevant cognitive and practical skills to complete well-defined, generally routine tasks and address straightforward problems. • Identify, gather, and use relevant information to inform actions. • Identify how effective actions have been. |
|---|--|

Staffing and physical resource requirements for centres

The IAB in line with regulatory requirements has a Centre Agreement in place which covers the two-way obligations between the IAB as the Awarding Body and each Centre. A key section of this agreement is to ensure a professional approach to the delivery of teaching, learning and assessment, leading to be best learner experience.

Each Centre engaged with the IAB is required to ensure viable levels of staffing, managerial and financial resources are in place to enable it effectively and efficiently deliver the Qualifications as required by the Awarding Organisation.

The following are the minimum resources requirements required to produce digital products for this qualification:

- Access to a computer lab (preferably weekly)
- Access to devices capable of recording video (learners' mobile devices are suitable)
- Access to devices capable of recording audio (learners' mobile devices are suitable)
- Access to devices capable of capturing photography (learners' mobile devices are suitable)

The following are recommended software packages that should be considered for this qualification:

- Inkscape – graphics and illustration (requires installation)
- Canva.com – page design and layout
- GIMP – image manipulation (requires installation)
- Pixlr.com – image manipulation • Animoto.com – video editing
- Youtube Editor – video editing
- Audacity – audio editing (requires installation)

RPL and APL

Recognition of prior learning (RPL), accreditation of prior learning (APL), and exemptions Localisation Qualification structure QAA benchmarking Credits, Guided Learning Hours (GLH) and Total Qualification Time (TQT).

Applicants without a degree, but with work experience in business management and business finance, at a sufficiently senior level in business organisations, or with other relevant experience, will also be considered according to the usual procedures for accreditation of prior/experiential learning (APL and RPL).

Qualification time and Guided Learning hours

The Certificate therefore amounts to a minimum of 110 Guided Learning Hours, with additional hours of directed and self-directed study.

Modes of study

The Certificate may be studied Full Time or Part Time, depending on the suitability of the timetable organised by each study centre. Or individual learners/self-study.

Overview of assessment

- Four online, externally set and marked examination, contributing to 100% of the overall grade of the qualification
- Each examination will be 45 minutes in length.
- Candidates will be graded Pass/Fail. A result of Fail will be recorded where candidates do not achieve the required marks for a Pass.
- Each examination contains 25 questions.
- Candidates must answer all questions.
- Calculators may be used in the examination.
- Bilingual dictionaries are permitted for use in the examination.

The Certificate assessment process is summarised in the table below.

Level	Module	Assessment	Weight
2	Approaches to Digital Imaging and Printing	Examination (25 questions)	25%
2	Problem Solving Skills	Examination (25 questions)	25%
2	Creative Writing	Examination (25 questions)	25%
2	Preparing for a Career in the Creative Industries	Examination (25 questions)	25%

Assessment of this specification will be in English only. Assessment materials will be published in English only and all work submitted for examination must be in English only.

Marking and moderation

Marking of assessments is usually undertaken by the module tutor. On occasion another marker may conduct the marking process.

Moderation is undertaken by a separate independent tutor, and is a process separate from the marking of assessments and acts as a filter, which ensures that an assessment outcome (e.g., mark and / or grade) is fair, valid, and reliable, and that assessment criteria have been applied consistently, and that any differences in academic judgement between individual markers can be acknowledged and addressed. It ensures consistency in marking within cohorts and throughout the academic year.

Moderation is planned to take place before External Examiners review the operation of the marking and internal moderation process.

Exam non-disclosure

The Certificate examinations are non-disclosed examination, which means that current exam questions and answers will not be published or divulged.

NOTE: Exam topics and/or format are subject to change as approved by The IAAP's Professional Certification Board

Reasonable adjustments and special considerations

The IAB, in line with regulatory requirements has a number of policies in place to ensure we support learners who may have specific needs, for example a form of disability.

As an awarding organisation, the IAB has a duty not to discriminate against individuals in relation to conferring qualifications in respect of the protected characteristics set out in the Equality Act 2010 (an Equality, Diversity and Inclusion Policy and Procedures are in place). The IAB will take steps when developing specifications, identifying the assessment criteria, and drafting assessment content to ensure that the impact on individuals with differing protected characteristics is minimised.

The duty for the IAB to make a reasonable adjustment will apply where assessment arrangements would put a learner who has a disability or learning need at a substantial disadvantage in comparison with a learner who does not have a disability or learning need. In such circumstances, the IAB is required to take steps to mitigate that disadvantage.

Appeals and enquiry of results

The IAB has an Enquiries and Appeals Policy in place which describes the process and procedures for enquiries about results and appeals against assessment decisions and Reasonable Adjustments and Special Considerations permissions.

Learners or centres may wish to submit an enquiry about results – for example, if results vary considerably from those expected. A clerical check of results may conclude the enquiry, or a

learner/centre may decide to progress to appeal. An appeal against an assessment decision may be submitted without having already submitted an enquiry about results.

Where an associated investigation leads to the discovery of a failure in its assessment process, the IAB will take all reasonable steps to:

- identify any other learner who has been affected by the failure
- take corrective action or, where no corrective action can be taken, mitigate as far as possible the effect of the failure
- ensure that such a failure cannot reoccur.

Grade descriptors

Grade	Pass	Fail
	40% and above	39% and below

Results and certification

Results and certification will be provided within a 3-month timescale. This period is allocated to enable the marking and moderation to take place.

Continuing Professional Education (CPE)

Upon certification, CMAs are required to maintain their knowledge and skills and stay abreast of improvements and current developments by satisfying CPE requirements.

Qualification Specifications

1	Qualification Title	Certificate in Creative Arts and Digital Technologies
2	Qualification Code	tbc
3	Level	2 – Professional qualification
4	Pre-requisite Module/s	not applicable
5	Outline	This professional certificate program is meticulously designed to provide participants with a comprehensive overview of the creative arts environment and the use of digital technologies. It offers an in-depth understanding of the key principles and techniques essential to creative writing, imaging and problem solving, as well as indicating the stages of career development in creative industries.
6	Course	The course consists of the following four units:

	structure	• Approaches to Digital Imaging and Printing • Problem Solving Skills • Creative Writing • Preparing for a Career in the Creative Industries
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Module 1 - Approaches to Digital Imaging and Printing

GLH: 60 hours

Credits: 6

Learning Outcomes:

The purpose of this unit is to enable learners to describe approaches to digital imaging and printing and to use images to meet specific needs. On completion of the module, learners will be able to evaluate techniques used and demonstrate safe working practices.

LO1 Understand approaches to digital imaging and printing	<i>Assessment criteria:</i> AC1.1 Identify different approaches to digital imaging and printing for specific situations			
LO2 Be able to apply digital images and printing techniques	<i>Assessment criteria:</i> AC2.1 Demonstrate the use of digital images for different purposes AC2.2 Produce digital prints from digital imaging sources for different purposes AC2.3 Assess techniques used in digital images and prints			
LO3 Understand safe working practices	<i>Assessment criteria:</i> AC3.1 Describe safe working practices			
Transferable skills (if applicable)	1	Creativity		
	2	Analytical skill		
	3	Communication skills		
Indicative Assessment	The assessment strategy for this module is designed to test all the learning outcomes. Learners must demonstrate successful achievement of all learning outcomes to pass the module. A number of formative exercises will guide the student to evaluate and analyse appropriate knowledge of the subject matter before attempting the exam and/or summative assignment.			
	No	Indicative Assessment Type/Title	Weighting	Type/Duration/Words

	1	Examination	25%	45 mins
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Module 2 - Problem Solving Skills

GLH: 30 hours

Credits: 3

Learning Outcomes:

The purpose of this unit is to enable learners to understand and apply problem solving methodologies within the creative arts and digital technology sectors.
On completion of the module, learners will be able to assess the nature of individual problems and select appropriate techniques to apply suitable problem-solving methods.

LO1
Be able to
select a
problem
solving
methodology

Assessment criteria:

- AC1.1 Compare two problem solving methodologies in terms of appropriateness for use in creative arts and digital technologies
- AC1.2 Use an appropriate methodology to identify and scope a problem within the creative arts and digital technology sectors
- AC1.3 Select an appropriate problem solving methodology

LO2
Be able to
develop an
action plan for
solving a
problem

Assessment criteria:

- AC2.1 Prepare an action plan to address the problem
- AC2.2 Implement and monitor the action plan, including reference to timeframe, associated risks and resources

LO3
Be able to
review
effectiveness of
action plan

Assessment criteria:

- AC3.1 Produce a report on effectiveness of the solution, including recommendations for improvement

Transferable
Skills
(if applicable)

- | | |
|---|--|
| 1 | Interpersonal and relationship building skills |
| 2 | Problem solving and decision-making skills |
| 3 | Communication skills |
| 4 | Time management skills |

Indicative

The assessment strategy for this module is designed to test all the learning

Assessment	outcomes. Learners must demonstrate successful achievement of all learning outcomes to pass the module. A number of formative exercises will guide the student to evaluate and analyse appropriate knowledge of the subject matter before attempting the exam and/or summative assignment.			
	No	Indicative Assessment Type/Title	Weighting	Type/Duration/Words
	1	Examination	25%	45 mins

Module 3 – Creative Writing

GLH: 30 hours

Credits: 3

Learning Outcomes:

The purpose of this unit is to enable learners to to produce and assess a piece of creative writing. On completion of the module, learners will be able to evaluate techniques used and assess the quality of pieces of written work.

LO1 Be able to produce a piece of writing that is clear and has structured direction and shape	<i>Assessment criteria:</i> AC1.1 Explain the significance of clear, structured direction and shape in creative writing AC1.2 Prepare a piece of creating writing that shows clear editing, clear structure and shape AC1.3 Assess your own work in respect of structured direction and shape.
LO2 Be able to produce a piece of writing that demonstrates appropriate form and genre for a given media	<i>Assessment criteria:</i> AC2.1 Produce a piece of writing that shows form, a chosen genre and appropriateness for given media AC2.2 Assess the use of form and chosen genre for the work in relation to technical and aesthetic elements
LO3 Be able to	<i>Assessment criteria:</i>

produce a piece of writing that conveys ideas, mood, plot, narrative and dialogue	AC3.1 Describe how to prepare a piece of writing that conveys ideas, mood and plot narrative dialogue AC3.2 Explain the development of the work from initial idea to completion			
LO4 Be able to assess your own and others’ work	<i>Assessment criteria:</i> AC4.1 Assess your own work, identifying areas for improvement AC4.2 Assess the work of others, offering feedback AC4.3 Assess the technical and aesthetic elements of creative work. identifying areas for further development			
Transferable Skills (if applicable)	1	Creative skills		
	2	Emotional intelligence		
	3	Written communication skills		
Indicative Assessment	The assessment strategy for this module is designed to test all the learning outcomes. Learners must demonstrate successful achievement of all learning outcomes to pass the module. A number of formative exercises will guide the student to evaluate and analyse appropriate knowledge of the subject matter before attempting the exam and/or summative assignment.			
	No	Indicative Assessment Type/Title	Weighting	Type/Duration/Words
	1	Examination	25%	45 mins

Module 4 - Preparing for a Career in the Creative Industries

GLH: 30 hours

Credits: 3

Learning Outcomes:

The purpose of this unit is to enable learners to understand how to plan for a career or further study in the media sector. On completion of the module, learners will be able to develop their own personal and professional development plans, aligned to their intended career pathways.

LO1 Be able to identify employment and education opportunities in the creative industries sector	<i>Assessment criteria:</i> AC1.1 Identify potential opportunities within the creative industries in relation to starting a business, employment and further study	
LO2 Be able to match creative industries sector opportunities to own personal qualities	<i>Assessment criteria:</i> AC2.1 Assess your own qualities in relation to creative industries sector opportunities AC2.2 Identify sources of information and other resources available to support starting own business, gaining employment and progressing to further study	
LO3 Be able to plan own career or further study in the creative industries sector	<i>Assessment criteria:</i> AC3.1 Identify the elements of your own career or further study plan AC3.2 Describe relevant personal information relevant to the creative industries sector in relation to either start a business, gain employment or progress to further study AC3.3 Create a plan for your own career or further study in a chosen creative industries sector.	
Transferable Skills (if applicable)	1	Information management and organisational skills
	2	Collaborative skills
	3	Interpersonal skills
	4	Communication skills
Indicative Assessment	The assessment strategy for this module is designed to test all the learning outcomes. Learners must demonstrate successful achievement of all learning outcomes to pass the module. A number of formative exercises will guide the student to evaluate and analyse appropriate knowledge of the subject matter before attempting the exam and/or summative assignment.	

	No	Indicative Assessment Type/Title	Weighting	Type/Duration/Words
	1	Examination	25%	45 mins

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