



## Application to study for the CIPR Public Affairs Diploma for students based overseas only

Applicants must complete ALL parts of the application form. Please ensure you have completed everything by ticking the checklist boxes below

- CIPR Awarding Body fee payment details (credit/debit card or cheque – see below) (page 1)
- Public Affairs Diploma application form – note a signature is required (page 4)
- Contact details (page 5)
- Academic and career details (page 6)
- Official sponsor's letter and a copy of your degree certificate (if applicable).
- **NB: Failure to provide this information will delay your application.**
- 250 word statement (see page 6)

Please return your completed application form and payment to **Bernadette Eveleigh** either by post to: Chartered Institute of Public Relations, Public Relations Centre, 52 - 53 Russell Square, London, WC1B 4HP; by email to: [bernadette@cipr.co.uk](mailto:bernadette@cipr.co.uk); or by fax to: 020 7631 6944.

Receipt of your application at the CIPR will be confirmed to you by email.

### Payment of CIPR Awarding Body Fee (NB: Please complete page 9 for Membership fees)

All applications must be accompanied by the Awarding Body fee and Membership fee (if applicable). These will be returned if the CIPR is unable to accept applications for any reason, or if the course applied for is cancelled. If you cancel your place on the course an administration fee of £50 will be retained by the CIPR. Please see **Page 4** for full Terms and Conditions.

<b>Please tick the correct box:</b>	
I enclose a cheque* made payable to the <b>CIPR</b> for the £320 Awarding Body fee	<input type="checkbox"/>
Please deduct from the credit / debit card below the £320 Awarding Body fee	<input type="checkbox"/>
Please invoice my sponsor for the £320 Awarding Body fee (sponsorship letter attached)	<input type="checkbox"/>
<b>Instalment option (for self-funding students only) (Please see page 8 for full details):</b>	
I enclose a cheque* made payable to the <b>CIPR</b> for the first instalment of £160	<input type="checkbox"/>
Please deduct from the credit / debit card below the first instalment of £160	<input type="checkbox"/>
*(Please issue a separate cheque for your membership fees as this will be cashed at a later date)	

**IMPORTANT:** Your chosen study centre will invoice you/your sponsor separately for the tuition fees.

**Credit / Debit card payment:** If paying by credit / debit card, please complete the details below:

Card no \_\_\_\_\_

Expiry date \_\_\_\_ / \_\_\_\_ Issue no (Maestro only) \_\_\_\_ or Valid from date \_\_\_\_ / \_\_\_\_

Security numbers (last 3 numbers on back of card) \_\_\_\_\_

Card type (delete as appropriate) AMEX/ Visa / Maestro / Delta / MasterCard

Name of card holder .....

House No. and Postcode where card is registered.....

**PLEASE NOTE: To comply with Data Protection, card details will be stored securely by the CIPR. These details WILL NOT be forwarded to your study centre who will invoice you separately**



## Application to Study for the CIPR Public Affairs Diploma

Please type or print clearly

Preferred centre of study ..... Start date.....



Title..... Surname..... Forename .....

Are you currently studying for any other course? **Yes/No**

If yes, please give details .....

**Are you a CIPR member? Yes/No** If Yes, please give membership number .....

If No, please complete the Membership application on pages 8 and 9 of this form and enclose your £130 membership fee.



### Sponsorship

Will your company be paying your course fees? **Yes / No**

***If yes, please enclose an official letter from your company / sponsor confirming that they will be paying your fee, including the following information:***

- ❖ Company name and address
- ❖ Invoice address (if different) with contact name and telephone number for finance queries
- ❖ Purchase Order no (if applicable)\*
- ❖ Name, telephone number and email address of the person responsible for your sponsorship

### **IMPORTANT INFORMATION ABOUT PURCHASE ORDERS:**

If your company operates a Purchase Order system please provide two purchase orders with your application (one for the CIPR Awarding Body fee and one for your tuition fees).

<p><b>Please tick one of the following:</b></p> <p><input type="checkbox"/> I have attached two purchase orders to my application</p> <p><input type="checkbox"/> Purchase order number for the CIPR is: ..... (PO to follow) Purchase order number for the study centre is: ..... (PO to follow)</p> <p><input type="checkbox"/> My company does not operate a purchase order system</p> <p>Failure to provide this information will result in your application being delayed.</p>
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## Equal Opportunities Monitoring

The CIPR is committed to equal opportunities for all working in public relations. In order to promote active policies to widen diversity we ask your co-operation in completing the appropriate boxes below. This information will remain strictly confidential and will only be used for monitoring purposes.

### 1. PHYSICAL STATUS

- |  |  |
|--|--|
| <input type="checkbox"/> Non-disabled              | <input type="checkbox"/> Have a visual impairment    |
| <input type="checkbox"/> Disabled                  | <input type="checkbox"/> Have special access needs   |
| <input type="checkbox"/> Have a hearing impairment | <input type="checkbox"/> Other – please give details |
- 

### 2. ETHNIC ORIGIN

*Please indicate the category which best describes your ethnic origin:*

#### 2.1 White

- |  |                                     |
|--|-------------------------------------|
| <input type="checkbox"/> 2.1a British  | <input type="checkbox"/> 2.1b Irish |
| <input type="checkbox"/> 2.1c Any other white background<br>(please write below) |                                     |
- 

#### 2.2 Mixed

- |   |  |
|---|--|
| <input type="checkbox"/> 2.2a White and Black Caribbean | <input type="checkbox"/> 2.2b White and Asian                                    |
| <input type="checkbox"/> 2.2c White and Black African   | <input type="checkbox"/> 2.2d Any other mixed background<br>(please write below) |
- 

#### 2.3 Asian or Asian British

- |   |  |
|---|--|
| <input type="checkbox"/> 2.3a Indian    | <input type="checkbox"/> 2.3b Bangladeshi  |
| <input type="checkbox"/> 2.3c Pakistani | <input type="checkbox"/> 2.3d Any other Asian background<br>(please write below) |
- 

#### 2.4 Black or Black British

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> 2.4a Caribbean  | <input type="checkbox"/> 2.4b African |
| <input type="checkbox"/> 2.4c Any other black background<br>(please write below) |                                       |
- 

#### 2.5 Chinese or other ethnic group

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> 2.5a Chinese | <input type="checkbox"/> 2.5b Any other<br>(please write below) |
|---------------------------------------|---|
- 

**Is English your first language?**       Yes       No

If No, please provide evidence of competence in the English language at: Cambridge Advanced Certificate or Proficiency Level or equivalent, or IELTS Level 7.

## Marketing Information

Where did you find out about the CIPR Public Affairs Diploma? (You may tick more than one)

Brochure	
CIPR website	
CIPR e-newsletter	
Newspaper <i>article or advertisement</i> please give details	
PR event	
Friend/colleague	
Online advertisement	
Other – Please give details	

- Occasionally we may promote, via a third party, products and services we feel will be of interest to our members. These are always carefully screened but if you do not wish to receive this information please tick here.

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## Conditions and confirmation

I have read and understand the terms and conditions below and confirm that all the information I have provided on this application form is correct:

Signature \_\_\_\_\_ Date \_\_\_\_\_

**REMINDER: Have you attached all relevant documents and payments to your application? (See Page 1)**

**Please return your completed forms and payment to:**

**Chartered Institute of Public Relations, Public Relations Centre, 52 – 53 Russell Square, London, WC1B 4HP.**

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### **TERMS & CONDITIONS (Important information – please read carefully):**

**COURSE FEES:** The course Awarding Body fee **MUST** be paid in full prior to the start of the course or 30 days from date of invoice (whichever is the soonest) except for those paying by instalments when the instalment arrangements must be adhered to. The Awarding Body fee will be returned if the CIPR is unable to accept applications for any reason, or if the course applied for is cancelled. **REFUNDS:** In the event of cancellation by the course participant a full refund (minus £50) will be given providing the cancellation notice is received a clear 14 days before the start date of the course. The refund amount will be 50% of the total Awarding Body fee for cancellations received after this period. No refunds will be given after the course has started. In the event of cancellation of a course by the CIPR, refunds will be given in full. This does not affect your statutory rights. Places are non-transferable. **CANCELLATIONS:** Occasionally it will be necessary to cancel a course if minimum numbers can't be achieved. If your course is cancelled the CIPR will contact you by email offering a choice of alternative venues or a full refund. **DEFERRALS:** Occasionally students may encounter pressures through work or personal circumstances that make it difficult to complete the course in one academic year. In such circumstances, providing the student can show valid reason\*, the student will be able to either withdraw from the course entirely, and to postpone teaching and assessments not yet taken to the following academic year, or to defer some or all assessments to the following academic year. A deferral fee will apply. **MEMBERSHIP:** Once activated, membership cannot be deferred or cancelled. No refunds will be given unless the course is cancelled by the CIPR. The membership subscription will be due for renewal at the rate relevant to your grade. Only one term of discounted membership is applicable per course. **ABUSIVE BEHAVIOUR:** This will not be tolerated either verbally or written. In exceptional circumstances action may be taken against students who continue to use abusive behaviour and this may result in their place on the course being cancelled and no refund given. \*Guidelines on what constitutes a 'valid reason' for deferral, together with the procedure for deferral, will be issued to students at the start of the course.

## Application to study for the CIPR Public Affairs Diploma

### Your Essential Contact Details:

(The name that you give will appear on all CIPR correspondence including your course certificate, if applicable. Please use the same format in all correspondence with the CIPR).

Title:	_____	Surname:	_____
Forename & other initials:	_____	Date of birth:	_____
<b>All applicants <b>MUST</b> provide their <b>HOME ADDRESS</b>. One of the addresses you provide will be used as the main address for all CIPR correspondence.</b>			
Please indicate which is your preferred mailing address: <input type="checkbox"/> <b>Company</b> <input type="checkbox"/> <b>Home</b>			
<b><u>YOUR BUSINESS ADDRESS:</u></b>			
Job Title:	_____		
Full name of organisation:	_____		
Company address:	_____		
	_____		
Postcode:	_____	County:	_____
Brief description of your organisation's activities:	_____		
	_____		
	_____		
<b><u>YOUR TELEPHONE AND EMAIL:</u></b>			
Business tel:	_____	Home tel:	_____
		Business fax:	_____
Mobile:	_____	Home email:	_____
Business email:	_____	Website:	_____
Please indicate which email address you would prefer CIPR correspondence to be sent to: <input type="checkbox"/> <b>Company</b> <input type="checkbox"/> <b>Home</b>			
<b><u>YOUR HOME ADDRESS: (NB: Your results and certificate will be sent to this address)</u></b>			
Home address:	_____		
	_____		
Postcode:	_____	County:	_____

Do you work: (tick one)

Freelance

Consultancy

In-house

Non-PR

Not working

## Enrolment Criteria

Applicants must satisfy at least **ONE** of the following criteria:

- ❖ Have passed the CIPR Advanced Certificate
- ❖ Hold a degree in business / marketing / management / communication studies, plus one year's relevant full-time employment in PR
- ❖ Hold any other UK degree plus two year's relevant full time employment in PR
- ❖ Two year's relevant full-time employment in public relations, and the CAM Advanced Diploma in Marketing
- ❖ LCCIEB 5 3<sup>rd</sup> Level subjects, including PR, Marketing, Advertising, Principles & Practice of Management, plus to year's experience in PR
- ❖ Four year's relevant full-time employment in public relations and five GCSE passes, one of which must be in English language

**Plus** (for non-native speakers of English only) evidence of competence in the English language at: Cambridge Advanced Certificate or Proficiency Level or equivalent, or IELTS Level 7.

## Academic Details

List all qualifications and details of all English language qualifications

Title or name of award	Grade(s)	Year	Institution

**Please continue on a separate sheet if necessary**

If you have a degree please send a copy of your certificate with this application form.

If you are sending a copy of your degree certificate later please tick this box

[ ]

## PR and Communication experience

Starting with current employment and **ALL** of your previous PR or related roles

(If you have no experience in PR please state this – do not leave this section blank)

Employer	Start/Finish dates	Job title and brief description of your PR responsibilities

**Please continue on a separate sheet if necessary**

Does your current role involve lobbying?    Yes \*     No

\*The UK Public Affairs Council maintains a register of those engaged in lobbying. If you meet UKPAC's definition of a lobbyist it is a condition of your CIPR membership that you register your details at [www.publicaffairsCouncil.org.uk](http://www.publicaffairsCouncil.org.uk) once your CIPR membership has been activated.

**ADDITIONAL INFORMATION:** Please enclose a 250 word statement outlining your reasons for wanting to take the CIPR Public Affairs Diploma.

## **APPLICATION FOR GLOBAL AFFILIATE MEMBERSHIP OF THE CIPR**

### **CIPR Membership**

If you are accepted on the course membership of the CIPR is a mandatory requirement. Public Affairs Diploma students who are not already CIPR members and reside overseas and/or don't have a permanent address in the UK will be asked to apply for membership of the Chartered Institute of Public Relations at Global Affiliate level. The fee for courses starting in Autumn 2011 and Winter 2012 is £80 and application forms can be completed and submitted online at [www.cipr.co.uk/join](http://www.cipr.co.uk/join)

**Students are advised to apply for this membership only after they receive notification of acceptance on the course from the CIPR.**

**Please note: Global Affiliate membership is an online only membership:**

Included in the benefits of Global Affiliate membership are:

- ❖ Access to all the information in the member area at [www.cipr.co.uk](http://www.cipr.co.uk)
- ❖ Help to work more effectively
- ❖ The ability to stay in touch with the latest public relations news and trends
- ❖ Support with your professional development
- ❖ Unlimited access to the Member Lounge in the CIPR PR Centre when visiting London#
- ❖ Automatic membership to the CIPR International group

For full information about these and other benefits of membership please visit <http://www.cipr.co.uk/membership>.

Please return your completed form and supporting material to: **Bernadette Eveleigh, CIPR Public Relations Centre, 52 – 53 Russell Square, London, WC1B 4HP** or by fax ++44 (0)20 7631 6944 or by email to: [bernadette@cipr.co.uk](mailto:bernadette@cipr.co.uk).

## Payment of the CIPR Awarding Body fee by instalments for self-funding students only

To help spread the cost of the CIPR Awarding Body fees of £320 these can be paid in two equal instalments of £160 for self-funding students only. Payments must be submitted to the CIPR as follows:-

- First instalment to be sent with your application form
- Second instalment to be paid before **1<sup>st</sup> June 2012** (invoice to be issued in May 2012)

If you fail to maintain your payments as above then you will not be able to submit your assignments.

### **IMPORTANT:**

When submitting your second instalment please ensure that you write your membership number on the back of the cheque or quote this if you are paying by debit/credit card over the phone or by email so your payment can be credited to the correct account.

*Please note that if the tuition fees are offered by instalments you will need to liaise with your study centre directly to arrange this.*

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Please sign below to confirm agreement of the above arrangements.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_