

# CPD★

Everything you  
need to know

# Why do CPD?

CPD (Continuing Professional Development) is the route to professionalism in PR. It's about proactively developing the knowledge and skills to stay on top of your game.

With CIPR CPD you are in the driving seat. Map your career journey, chart your progress and boost your professional credibility.

CIPR CPD leads to Chartered PR Practitioner status (Chart.PR). Chartered status represents the highest standard of professional excellence and integrity. It says you take your work seriously and others should too.

**Over the next ten years, we will build  
a chartered public relations profession.  
Don't get left behind.**

[cipr.co.uk/getchartered](http://cipr.co.uk/getchartered)

# About CIPR CPD

CIPR CPD is a free online platform that lets you plan and record your learning.

The CPD database contains more than 1,300 development activities and more than 600 are free. You can log custom activities and non-CIPR activities too. For each activity you log, you'll earn points which count towards CIPR Accreditation.

You need to earn 60 CPD points each year to complete your CPD record. After two years' CPD, you will become a CIPR Accredited PR Practitioner. After three years, you can apply to become a Chartered PR Practitioner (Chart.PR).


# Get started

**MyCPD** is your dedicated and personalised CPD space.

Log in for access to:

- **Your Dashboard**  
Set goals, check your points balance, track your progress.
- **Activities**  
Find and log learning activities.
- **Reports**  
Print your complete CPD history (useful for appraisals).
- **Resources**  
All you need to know to complete CIPR CPD.

Visit [cipr.co.uk/mycpd](https://cipr.co.uk/mycpd) to get started.



The bedrock may remain the same, but there's always something new to learn in #PR. CPD helps you focus and reflect.

 @KellyQHicks

# How you log points

You'll log your learning across two streams:

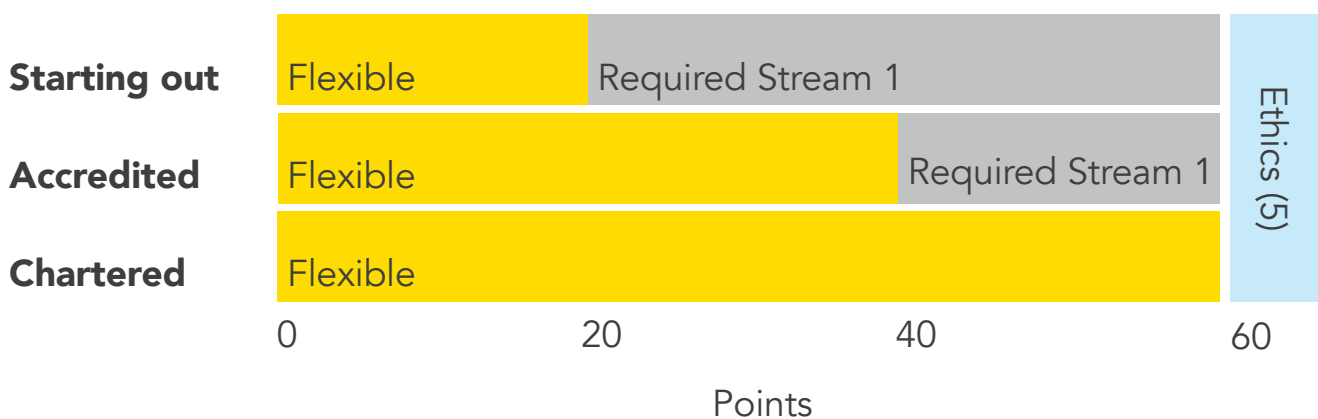
Stream 1: Developing yourself

Stream 2: Supporting others

How many points you log in each stream depends on where you are on your CPD journey.

The further you progress, the more flexibility you get.

You need to log **60 points** by 28 February each year.



You will collect your compulsory 5 ethics points automatically when you log a CIPR ethics activity.

# What counts?

There are so many ways to earn CPD points:

- All CIPR development activities
- Any learning you do with other providers
- Any self-study or ad hoc research projects

You can record:

- ✓ Training courses, conferences, presentations, briefings and webinars
- ✓ Studying for a qualification
- ✓ Reading books or short publications (like CIPR skills guides and case studies)
- ✓ Writing books or CIPR short publications
- ✓ Delivering or receiving coaching and mentoring
- ✓ Delivering (unpaid) lectures and presentations
- ✓ Ad hoc learning, research or study projects
- ✓ Voluntary work (where you are using your PR skills)
- ✓ Sitting on CIPR (or other relevant) committees, working groups or judging panels

What's not included:

- ✗ Anything that's part of your regular job or for which you are paid
- ✗ Blogging or writing short content for publication

## Logging custom activities

If your learning activity isn't in the CPD database, it still counts! Log it as a custom activity.

# Earn points

As a rule of thumb you'll get 10 points for each day of relevant activity.

For example:

## ★ 20 points

- 14 hours on a relevant research or learning project
- 14 hours on a CIPR or other relevant committee
- 14 hours using your PR skills in a voluntary role
- 14 hours on the CIPR Mentoring (or similar) programme

## ★ 10 Points

- Reading a relevant book
- Attending a one-day training course
- 7 hours on a relevant research or learning project

## ★ 5 points

- Attending a networking session\*
- Taking part in a coaching and mentoring session
- Reading a short publication\*
- Completing a webinar or e-learning session

\*Up to a maximum of 20 points for each

These logos indicate how many points an activity is worth – look out for them online.



# Find activities

## **CIPR CPD database:**

1,300 CPD activities searchable by topic, activity type, level, location, provider, number of points and cost.

## **CIPR website:**

Visit the Skills Hub for more than 100 webinars and skills guides on core and future-facing subjects.

## **Talk to your employer:**

There may be formal or informal development opportunities available internally.

## **Connect with your CIPR groups:**

We have 23 regional, sector and discipline groups and you can join five for free. They organise events, briefings and professional development sessions around the country.



What a fantastic array  
of CPD content –  
I've learnt so much!

 @RickyWalsh1973



# Search the CPD database

Use the search options to find what you are looking for.

**Subject area:**

We've got everything covered from writing skills to digital and social, branding, crisis management and more.

**Activity type:**

Filter by the type of activity you are looking for, or suggestions for stream 1 or stream 2 activities.

**Level:**

Search by your level of experience – entry, intermediate, advanced.

**Location:**

Select your region(s) to find out what's on in your area.

**Points:**

Handy when you only need five additional points, or when you're looking for a more substantial activity.

**Cost:**

Choose between free or paid for activities.

**Provider:**

If you are looking for CIPR group events, this is a good place to start. All CIPR groups are listed here. We've got more than 400 activities by non-CIPR providers too, including IOD, CIM and CIPD.

**Date range:**

Search a date range or look for recent or upcoming activities.



# Log your activities

## 1

### **Find your activity**

If it's in the CPD database, select 'log it'. If it's not listed, choose 'log a custom activity'.

## 2

### **Reflect**

What did you learn and how will it change the way you work?

## 3

### **Provide evidence**

Evidence is optional for CIPR activities and a requirement for non-CIPR activities.

## 4

### **Save and submit**

When you've finished recording your activity, submit and save your work. If you want to return to it later, save a draft.

## 5

### **Check your Dashboard**

If you logged a CIPR activity, the points will appear on your Dashboard straight away. Non-CIPR activities will be checked and will take a few days to appear.

# Provide evidence

If you are logging any non-CIPR activity – even if it's in the CPD database – you'll need to provide evidence. For CIPR activities, evidence is optional.

## What sort of evidence?

Your evidence should be formal, third party confirmation that you attended or completed the activity. It will need to contain your name, event title and date.

- Completion or attendance certificates
- Results certificates
- Confirmation letter or email from your line manager, HR team or event organiser
- Screen shot of web page confirming completion of an online activity

## We can't accept:

- Generic letters, emails or certificates that don't refer to you personally
- Examples of work you produced as part of the activity
- Copies of the training materials from a course.

## Informal evidence

Sometimes it's not possible to provide formal or third party evidence.

If you're logging an informal activity such as a research project or work shadowing, you'll need to provide a short summary of your activity. Your summary should explain what you did and when, the resources you used and your learning outcomes.

If you're logging a book, you'll need to supply the full title of the publication and a URL to more information. For short publications, we ask you to also supply the publication electronically when possible.

## Plan your evidence in advance

You might need to take a screenshot, record URL's you visit or keep notes as you learn.



**For advice on CIPR CPD, get in touch.**

🐦 @CIPR\_UK

✉ cpd@cipr.co.uk

☎ +44 (0)20 7631 6900



Simply the best  
CPD programme  
for PR practitioners.

🐦 @tasharus