

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

CPD 

Get Started

PROFESSIONAL
ACCREDITATION
cipr.co.uk/mycpd

Meet tomorrow's challenges

PR is constantly changing. New trends emerge, disciplines converge, best practice evolves. Employer and client expectations are changing too. The pressure is on to adapt, innovate and embrace new opportunities.

What is CPD?

CPD is about developing your career adaptability. It's how you build the knowledge and confidence to secure your professional future. It's your investment in your biggest asset – you. And it's part of your professional responsibility.

We believe every member should do CPD, every year. And we'll support you all the way.



Walking the talk

Some CIPR designations and roles depend on CPD participation.

To become a Chartered PR Practitioner or Fellow you must be active in CIPR CPD*.

And you must complete CPD every year if you are a:

- Chartered PR Practitioner
- Accredited PR Practitioner
- CIPR Board or Council member

If you don't complete CPD each year, you won't be able to continue to hold these roles.

* check online for the detailed requirements for these designations.

Can't meet the deadline?

If you think you have a valid reason for not completing, let us know as soon as possible. We may be able to award you discretionary points. But you'll need to alert us to your situation before the CPD year end. We can't award discretionary credit retrospectively.

CIPR CPD

CIPR CPD is a free online platform where you can manage and record your professional development.

Track your progress, find development activities, log your learning and print your development record.

We've all got different learning styles, budgets and career paths so our CPD system has been designed with enough flexibility to meet everyone's needs.

And with over 300 free activities listed in our database, there's really no excuse.



[Log into MyCPD and explore the 4 sections](#)

Dashboard

Track your progress

Reports

Your complete CPD history

Activities

Find and log CPD

Resources

All you need to know



Essentials

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

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.

How you log points

- Starting out: You must log 40 points in Stream 1 (and at least 5 of these in CIPR Ethics). The rest can be logged in either, or both, streams.
- Accredited: You must log 20 points in Stream 1 (and at least 5 of these in CIPR Ethics). The rest can be logged in either, or both, streams.
- Chartered or Fellow: You must log 5 points in CIPR Ethics. The rest can be logged in either, or both, streams.

Keep an eye on your CPD dashboard – this will show your progress to date.



What can I include?

You can include a huge range of activities.

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

If it's relevant, not part of your job and is about developing skills or knowledge, it probably counts.

Activities need to be logged in the correct CPD year.

- ✓ 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 and knowledge)
- ✓ 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

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 workshop
- 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

Find activities

Try the CIPR CPD database: More than 700 CPD activities searchable by topic, activity type, location, provider, number of points and cost.

CIPR website: We've got plenty of online content and it all counts for CPD.

Talk to your employer: There may be formal or informal development opportunities available internally.

Get in touch with your CIPR groups

We have 23 regional, sector and discipline groups and you can join 5 for free. They organise events, briefings and professional development sessions around the country.

No budget?

If you don't have a development budget, don't worry. There are more than 300 free activities listed in the CPD database. Informal learning through reading, research and work-shadowing will all count, as will using free online content.

Search the database

Use the search options to find what you are looking for. The activities listing will automatically update as you select your search terms.

Subject area: Pick your topic. We've got everything covered from writing skills to international PR - and a lot more besides.

Activity type: Looking for a workshop, book or webinar? Or suggestions for stream 1 or 2? Choose from the activity type options.

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

Points: Just need another 5 points to complete CPD this year? Or perhaps you're looking for a more substantial development 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. And we've got more than 250 activities by non-CIPR providers, including IOD, CIM and CIPD.

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



Log your activities

1: Is your activity in the CPD database?

- Go to the Activities tab and search for your activity
- Listed? select the activity and go to 'Log it'
- Not listed? use 'Log a custom activity' option

2: Provide evidence

- Reflect on what you learned and how you'll apply it
- Upload your evidence (optional for CIPR activities)

3: Save and submit

- Finished recording your activity? Tick 'I'm ready to submit' and choose 'Save final'
- Want to return later and do some more work on your submission? 'Save draft'

4: Check your dashboard

- If you logged a CIPR activity, the points should have gone straight on to your record and you'll see them appear on your dashboard.
- If you logged a non-CIPR activity, we'll check your submission over the next few days and add the points to your record.

Provide evidence

Each time you log a CPD activity you will be invited to upload evidence.

Need to or nice to?

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

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.

Plan your evidence in advance. You might need to take a screen shot, get written confirmation or keep notes for your learning log. It's easier to do this at the time.

What sort of evidence?

- ✓ 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
- ✗ 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 the course



Evidence for informal activities

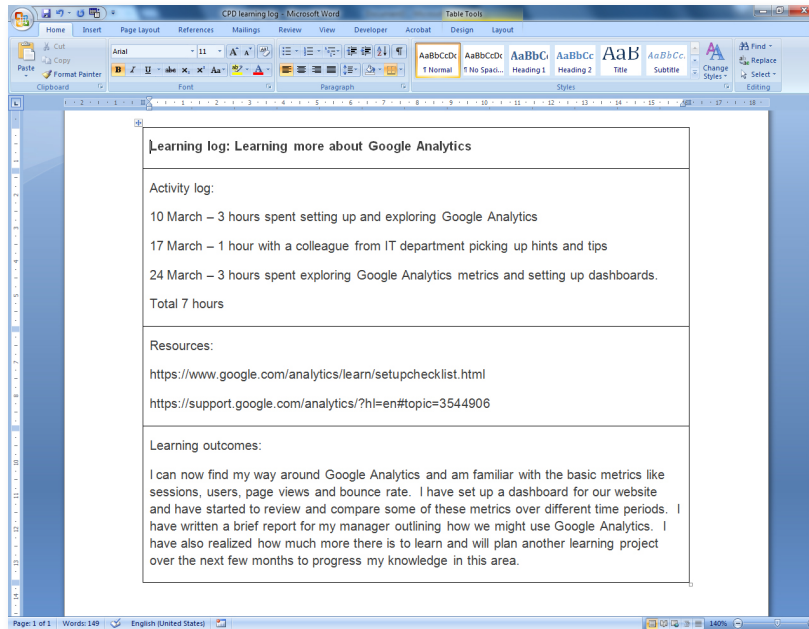
If you are logging an informal activity (such as a research project) it may not be possible to provide formal third-party evidence.

For reading books and short publications, you'll need to supply the full title of the publication and answer the reflective questions on the logging page.

For other informal activities you should provide a learning log that details what you did, when you did it, what resources you used and your learning outcomes.



Your learning log might look something like this



Aim for accreditation

You'll be in good company. Over 1,000 of our members have gone the extra mile to become a CIPR Accredited PR Practitioner.

CIPR accreditation proves to your clients and employers that you're committed to career-long learning and the highest professional standards.

If you are a Fellow (FCIPR) or Member (MCIPR), you can become an Accredited Practitioner by completing 2 consecutive years of CPD.

If you are an Associate (ACIPR) or Affiliate, get a head start by completing 2 years of CPD now so that you can become an Accredited Practitioner as soon as you upgrade.

[Begin your journey.](#)



Need help?

- email cpd@cipr.co.uk
- visit the Resources area at cipr.co.uk/mycpd





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