

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

Hello & Welcome

Your guide to
making the
most of your
membership

PROFESSIONAL
STANDARDS
—
cipr.co.uk

M MEMBERSHIP
MEANS
MORE

“

Membership allows me to expand my network and gain knowledge from other like-minded professionals – it's good to share!

”

Advita Patel MCIPR
Manchester Airports Group

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Your career starts here

Welcome to membership. You are now part of an inspirational network of more than 10,000 PR professionals.

Membership demonstrates your capability, credibility and connections. It shows colleagues, employers and clients that you are accountable through our code of conduct and committed to the highest standards of practice.

Membership provides a pathway of professional development opportunities. Whether you want to deepen your knowledge of your current sector or specialism or have your sights set on a promotion – you are in the driving seat. Take your career as far as you want to go and we'll support you all the way.

Expand your knowledge and skills with our webinars, skills guides and best practice resources. Record your learning with CIPR CPD and you'll be an Accredited PR Practitioner before you know it.

When you're ready, we'll help you to achieve Chartered PR Practitioner status (Chart.PR) – the highest level of professional recognition.

Make the most of your membership. Start exploring your benefits today.

cipr.co.uk/memberhub

Your credentials

Membership logos and designatory letters

If you are an Associate (ACIPR), Member (MCIPR) or Fellow (FCIPR) you can use designatory letters after your name and a member grade logo on your personal business stationery.

The CIPR member logo applies to you personally and demonstrates that you are bound by the Code of Conduct. It should not be used in a way that implies that others in your organisation are CIPR members if this is not the case.

You should have already received your membership logo by email – if not, just let us know and we'll resend it.

PR Register

The register allows members of the public to find out who is accountable through our Code of Conduct. Your name, membership grade and CIPR accreditation will be published in our publicly searchable online database.

cipr.co.uk/pr-register

Lobbying

Members who act as Consultant Lobbyists under the terms of the Transparency of Lobbying, Non-Party Campaigning and Trade Union Administration Act 2014, are required by law to sign the Government's Register of Consultant Lobbyists.

All members who work as lobbyists, irrespective of their employment context, must declare themselves as lobbyists and disclose clients (where appropriate) on the Register of Lobbyists provided by the CIPR, as part of their commitment to transparency under our code of conduct.

lobbying-register.uk

Build your profile

Your membership profile is key to getting the most from your membership.

To make sure you're always in the loop, log in to MyCIPR to check or change your contact details, sign up to your CIPR groups, and choose which marketing communications you'd like to receive.

Your mailing preferences

We have set up your mailing and privacy preferences as you indicated on your application form but you can change these at any time. If you choose to opt out of CIPR communications, you'll continue to receive information that is essential to your membership but you'll no longer receive weekly news or information on other CIPR activities.

Your privacy settings

Your privacy settings relate to the information about you that appears in the online Member Directory. You can choose whether your address, email and phone number are viewable by other members.

Your entry in the PR Register (the publicly searchable list of CIPR members) doesn't contain any contact details and can't be edited by you.

cipr.co.uk/MyCIPR

Manage your membership

Upgrade

Your membership grade reflects your PR experience and qualifications so don't forget to upgrade it as your career progresses.

You can apply to upgrade to the next level as soon as you meet the criteria – you don't need to wait until your membership is due for renewal. Just complete the online form and attach a copy of your CV.

Any fee increase* will take effect from your next renewal date.

cipr.co.uk/upgrade

Renew

Your membership is an annual subscription. When it's due to renew we'll send you an invoice with full details and we'll also remind you by email.

Ways to pay:

- Online by credit or debit card
- Direct Debit – save £20 and spread the cost with quarterly instalments**
- Cheque – write your membership number on the back
- BACS – use your membership number as your transaction reference

cipr.co.uk/renew

Contact us

To upgrade or to talk to us about member benefits and services, member logos and changes to your contact details or profile.

Email membership@cipr.co.uk

Call **+44 (0)20 7631 6900**

To talk to us about renewing your membership and paying your subscriptions.

Email renewals@cipr.co.uk

Call **+44 (0)20 7631 6904**

*Unless you are upgrading from Student or Global Affiliate grade. **Discount available to UK based members paying a full rate subscription. Quarterly instalments are available to renewing members only.

Choose your groups

We've got 23 active groups covering UK regions, industry sectors and communications disciplines. Each group organises a calendar of events so you can share best practice, build your knowledge and connections, and get involved.

You can join up to 5* groups as part of your membership package. We've already registered you with your local group and you can join others or change your group choices in MyCIPR.

Sector groups

- Construction and property
- Corporate and financial
- Education and skills
- Not-for-profit
- Public affairs
- Health and medical
- Inside (internal comms)
- International
- Local public services
- Marketing communications
- STEM (science, technology, engineering and maths)

Regional groups

- Channel Islands
- East Anglia
- Greater London
- Midlands
- North East
- North West
- Northern Ireland
- Scotland
- South West
- Wales
- Wessex
- Yorkshire and Lincolnshire

cipr.co.uk/groups

*Except for Global Affiliates who are registered with the CIPR International group. No further groups are included in this membership package.

Tools and resources

Learn to work smarter with access to unrivalled content, resources and development opportunities.

Webinars

More than 50 webinars covering core PR skills and all the latest insights, trends and techniques.

Skills guides

Practical guides to help you master key traditional and digital PR skills.

Case studies

Be inspired by award-winning PR in action.

Best practice

Practical toolkits, detailed guidelines and the latest research to help you navigate the ever changing PR landscape.

Discounts on training

Stretch your budget with savings of £150 or more on CIPR training courses.

cipr.co.uk/memberhub



Don't forget to record everything you do to develop your knowledge and skills with CIPR CPD.

Develop yourself

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.

CIPR CPD is a free online platform that lets you plan and record your learning. Map your professional journey, chart your progress and boost your credibility.

After two years' continuous CPD, you will be awarded CIPR Accredited Practitioner status – evidence of your commitment to career-long learning. After three years (or two if you have the CIPR PR Diploma and/or a recognised Masters), you can apply for Chartered PR Practitioner status (Chart.PR) – the highest level of professional recognition.

cipr.co.uk/investincpd



Get chartered

Chartered PR Practitioner

This is the ultimate validation of your PR skills, qualifications and experience and indicates that you have the capacity to act as a trusted advisor at the highest level.

You'll need to be a member (MCIPR) or Fellow (FCIPR) and be participating in CIPR CPD to apply.

cipr.co.uk/chartered

Accredited PR Practitioner

You can earn this by completing two continuous years of CPD. It shows the world that you are keeping your skills and knowledge up to date.

You need to be a Member (MCIPR) or Fellow (FCIPR) grade before you can become an Accredited Practitioner. If you are an Affiliate or Associate you can start working towards it by completing CPD each year.

cipr.co.uk/accredited

Business benefits

Professional indemnity insurance

Save 10% on your professional indemnity insurance with PolicyBee.

Legal helpline

Expert, fast and friendly advice on business, tax, HR and legal issues. Call 0844 561 8133 and quote scheme number 33380.

Ethics hotline

Free and confidential advice on how to manage ethical decisions. Call +44 (0)20 7631 6969.

Template contract

Adapt our template client/consultancy contract to suit your needs.

CIPR Plus

Offers and special deals on PR and business products and services, income protection, ranging from short term workspace hire around the UK to social media newsrooms and visualisation.

cipr.co.uk/memberhub

iprovision: supporting members in need

iprovision is the CIPR's benevolent fund, there to help members in need – perhaps when seriously ill, experiencing hardship or without work. Set up as an independent charity by members for members and their dependants, it has been helping PR professionals for more than 50 years.

Current and former CIPR members can apply for assistance. The type of support given varies considerably from a one-off grant to short-term regular support. Sometimes it's not financial help which is needed but a break from caring for a family member. If you or your dependants fall on hard times and require support, please get in touch. All contact will be treated in confidence.

iprovision is supported entirely by the generosity of CIPR members. We'll add a voluntary £10 donation to your annual renewal. If you can make this contribution you'll be helping iprovision carry on its good work. If you don't wish to contribute, just let the CIPR membership team know and we'll remove it from your invoice.

administrator@iprovision.org.uk
+44 (0)20 8144 5536
cipr.co.uk/iprovision



Code of Conduct

Every CIPR member signs the Code of Conduct, making them accountable to the public. This commitment to the highest standard of ethical and professional conduct is one of the features that distinguish members from non-members when they are seeking employment or new business.

Under the principles of the Code, members agree to:

- Maintain the highest standards of professional endeavour, integrity, confidentiality, financial propriety and personal conduct
- Deal honestly and fairly in business with employers, employees, clients, fellow professionals, other professions and the public
- Respect, in their dealings with other people, the legal and regulatory frameworks and codes of all countries where they practise
- Uphold the reputation of, and do nothing that would bring into disrepute, the public relations profession or the Chartered Institute of Public Relations
- Respect and abide by this Code and related Notes of Guidance issued by the Chartered Institute of Public Relations and ensure that others who are accountable to them (e.g. subordinates and sub-contractors) do the same
- Encourage professional training and development among members of the profession in order to raise and maintain professional standards generally.

“

Membership is proof of my professionalism and shows that I'm committed to learning, improving and innovating.

”

Lisa Jones Chart.PR, MCIPR
spottedog communications



CHARTERED INSTITUTE
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Chartered Institute of Public Relations
52-53 Russell Square London WC1B 4HP
+44 (0)20 7631 6900
membership@cipr.co.uk / @cipr_uk

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