

## What counts towards my CPD record?

Our Chartered CPD Programme allows you to work towards the annual requirement of 35 hours as flexibly as possible. You're probably doing many of these activities already. Everything from external conferences to internal development and mentoring can count towards your record – even reading your copy of *The Marketer* is eligible.

Category	What it is	Evidence required	Maximum hours within this category
1 <b>Qualification studies</b>	All qualifications awarded by The Chartered Institute of Marketing or other marketing, sales or business related qualifications awarded by Government recognised educational institutions.	A copy of your qualification certificate or a letter of attendance signed by your tutor.	35 hours
2 <b>Short training courses and workshops</b>	Training courses and workshops aimed at developing your marketing or business knowledge and competence. These can take the form of distance learning training programmes.	A certificate of attendance or a signed letter of attendance from your course tutor.	35 hours
3 <b>Language training</b>	A recognised award that will benefit your professional development.	A copy of your certificate, letter of attendance signed by your tutor or a letter from your employer stating the training is useful to your work.	35 hours
4 <b>In-company development</b>	<ul style="list-style-type: none"> <li>• Training undertaken as part of a planned, in-company development scheme.</li> <li>• Promotion and appraisal – recognition will be given for your development within an organisation for which up to 8 hours may be claimed.</li> <li>• Project work – company specific projects to recognise the interaction between marketing and other business disciplines in support of the organisation's strategy. For example, cross-organisational working, launch of a new website or new market entry plan.</li> </ul>	A certificate of achievement or a signed letter from your employer and an outline of the project(s) where appropriate.	35 hours (a maximum of 8 hours for promotion)
5 <b>Imparting knowledge</b>	Authorship of books, papers, journals or articles – published on marketing, sales or management related subjects. However, other areas will be considered on a case-by-case basis.	Copies of books, papers, journals or articles.	14 hours (for writing papers or journals) or 35 hours (for writing books)
6 <b>Mentoring</b>	<ul style="list-style-type: none"> <li>• Mentoring others or being mentored to allow for the effective dissemination of knowledge.</li> <li>• Part-time teaching by non-academics.</li> </ul> NB. Excludes consultancy work and projects undertaken on behalf of clients.	A letter from the mentor or the individual being mentored or from the educational establishment.	21 hours
7 <b>Conferences and exhibitions</b>	<ul style="list-style-type: none"> <li>• Organised by The Chartered Institute of Marketing.</li> <li>• Conferences or exhibitions accredited by The Chartered Institute of Marketing.</li> <li>• Organised by other marketing or job/industry related organisations.</li> </ul>	Your booking/confirmation letter or name badge.	10 hours (no more than 28 hours in total for categories 7, 8, 9 and 10)
8 <b>Contribution to the community</b>	<ul style="list-style-type: none"> <li>• Our national, regional, branch and industry group committees/working parties.</li> <li>• Committees of other marketing organisations.</li> <li>• Job related committees outside your own organisation, eg trade association.</li> <li>• Society contributions such as charity work and School Governor.</li> </ul>	A copy of the minutes or a letter/e-mail confirmation from the organisers.	8 hours (no more than 28 hours in total for categories 7, 8, 9 and 10)
9 <b>Private study</b>	Private study involves learning new skills and/or improving marketing/management performance and knowledge. <ul style="list-style-type: none"> <li>• Online research, including information extracted from Marketing resources at <a href="http://www.cim.co.uk/resources">www.cim.co.uk/resources</a>.</li> <li>• Learning new job related skills.</li> <li>• Reading marketing and sales related publications.</li> </ul>	Where applicable, evidenced by noting the source, date and documenting the relevance of the information obtained.	8 hours (no more than 28 hours in total for categories 7, 8, 9 and 10)
10 <b>Development events</b>	Marketing or business related participative development events and seminars, excluding social events and meetings that form part of your normal job role. <ul style="list-style-type: none"> <li>• CPD events organised by our branches or Market Interest Groups.</li> <li>• Events run by other marketing or business related organisations, including those from other professional bodies.</li> </ul>	A certificate of attendance or a copy of agenda/minutes of meetings.	21 hours (no more than 28 hours in total for categories 7, 8, 9 and 10)