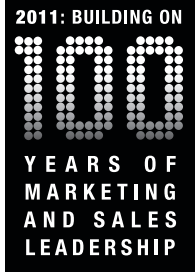


Wherever you are in your career, our Chartered CPD Programme helps you get ahead, and stay ahead.



What is CPD?

Continuing professional development (CPD) is the term for updating and improving your knowledge and skills throughout your working life. It's essential to your ongoing effectiveness and drives the recognition of the marketing industry as a whole.

How can the Chartered CPD Programme help me?

The programme enables you to remain professional, effective and compliant by ensuring you stay up to date in the fast-moving world of marketing.

It allows you to track your progress and receive recognition for your achievements, helping to increase confidence and giving you additional credibility as a professional marketer. So it's a great way of standing out from the crowd in a competitive job market too.

Plus it's your route to achieving Chartered Marketer status – we are the only organisation with authority to award this elite status in recognition of professional excellence.

What's involved?

Just record the learning and development activities that you undertake over the year, whether they are completed with us, through other organisations, or even things you've done on your own. For example, on the job learning, attending training courses and exhibitions, and even reading marketing magazines all count towards completing your annual record.

To help you reach the 35 hour annual target, we provide a wide variety of CPD activities free of charge to members, and many more suited to a range of development budgets. We give you access to the most up to date knowledge, resources, opportunities and support to keep you at the forefront of marketing.

Already a member?

- Registration is free and exclusive to members.
- Simply let us know that you're ready to start your CPD journey.
- Call **+44 (0)1628 427273** or e-mail **charteredcpd@cim.co.uk**
- For more information, visit **www.cim.co.uk/charteredcpd**

Ready to join us?

- If you're not yet a member with us, why not join today? Prices start from just £135 and you can begin your CPD journey immediately.
- Call our Membership Team on **+44 (0)1628 427120**, e-mail **membershipinfo@cim.co.uk**, or join online at **www.cim.co.uk/join**
- For more details on the great range of benefits available to you as a member, visit **www.cim.co.uk/benefits**



Chartered CPD Programme