



What is CPD and how can it help me?

We're committed to supporting you throughout your career. Whatever stage you're at, we're here to ensure you can access the most up to date knowledge, resources, opportunities and support to keep you at the forefront of marketing.

As part of this commitment, our programme for continuing professional development (CPD) enables you to take control of your learning and monitor your progress every step of the way.

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.

- The main principle behind CPD is that it is continuous – you should always be looking to maintain and extend your knowledge and skills to continue improving your performance.
- Your development is your responsibility and it is down to you to take ownership of it. After all, you know what's best for you and your future.
- Most importantly, CPD shouldn't be an optional addition to your ordinary working practices, rather more an essential component of your professional life.

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.

- Benchmark your skills to identify knowledge gaps.
- Track your progress.
- Receive tangible recognition for your achievements.
- Increase confidence.
- Gain additional credibility as a professional marketer.
- Stand out from the crowd in a competitive job market.
- Prove your professional commitment to employers, clients and colleagues.

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. See page 4 for more details.

How does it benefit my employer?

Whilst the key to CPD is to take control of the path that you want your development to take, you're not the only one that can benefit from it.

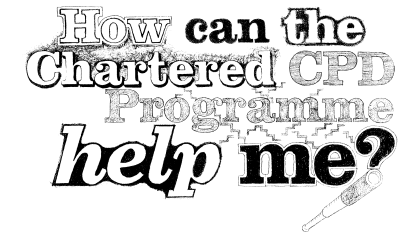
Your employer can also reap the rewards of your hard work with:

- More effective implementation of knowledge in the workplace.
- More highly skilled marketers to drive business forward.
- Measurable objectives that tie development to the needs of the business.
- Unlocked potential, improved staff morale and greater motivation.

Your CPD journey with us can therefore make you a vital component for any organisation.



Chartered Marketer status



What is Chartered Marketer status?

Your CPD journey can ultimately lead to achieving Chartered Marketer status – the mark of a qualified, experienced and up to date professional and the ultimate accolade for marketers.

In 1998, the Institute was granted the authority to award Chartered Marketer status by the Queen's Privy Council to those individuals who have demonstrated first-rate experience, knowledge and skills in marketing. We remain the only organisation able to award this status in recognition of professional excellence.

How can Chartered status help me?

Achieving Chartered Marketer status can enable you to:

- Enhance your professional status.
- Heighten your career prospects and stand apart from other candidates or consultants.
- Demonstrate your cutting edge thinking.
- Anticipate and instigate change.
- Achieve higher standards of personal performance.
- Enjoy increased job satisfaction.
- Network with new, influential contacts.

Once you have achieved Chartered Marketer status:

- You are entitled to use the title 'Chartered Marketer' after your name and any other existing designatory letters.
- You are able to use the official Chartered Marketer logo on any personal stationery.
- Your name will be included in our Chartered Marketer Directory at www.cim.co.uk/cmdirectory
- On achieving your status you will receive a Chartered Marketer badge, supported by an annual certificate.



My CPD journey and completing my record



The CPD year

Each year, you should send us details of your CPD activities using the record card enclosed, providing evidence for each activity. The current CPD year runs from 1 July 2011 to 30 June 2012. Any activities completed within this time may be claimed on your record, provided you were a current member of the Institute at the time.

What counts?

Any activities that you undertake towards developing your knowledge and skills within any marketing, sales or general business areas can be claimed within your record. This also includes personal development to benefit your career, such as presentation skills or project management.

The categories of activity are detailed within your enclosed record card. This provides information on the maximum number of hours that can be claimed within each category, and the evidence that you will need to submit to support your record. You should use these details for guidance in selecting the appropriate categories for recording your CPD activities.

How do I submit my record?

Once your record card is complete with the compulsory 35 hours of activities, your form and supporting evidence should be sent to:

**Chartered CPD Programme
The Chartered Institute of Marketing
Moor Hall, Maidenhead, Berkshire,
SL6 9QH**

Alternatively, you can send your record and evidence by e-mail. All evidence should be scanned where necessary and attached with your record card, and then e-mailed to cpdsubmission@cim.co.uk

Visit www.cim.co.uk/charteredcpd to download a copy of the record card.

When's the deadline for submitting my record?

Upon completion of your hours, you can submit your record at any time throughout the CPD year. The current CPD year ends on 30 June 2012, and your record must reach us by 31 July 2012.

Achieving Chartered Marketer status



There are two requirements for achieving Chartered status:

- A demonstration of up to date knowledge by completing two consecutive years on the Chartered CPD Programme.
- An indication of your previous qualifications and experience by holding either MCIM or FCIM grade of membership.

Once you have successfully completed two years of CPD, if you already hold either MCIM or FCIM membership grade, you will automatically be made a Chartered Marketer from 1 July following the end of the CPD year.

If you don't hold MCIM or FCIM membership but believe you may be eligible for an upgrade, visit www.cim.co.uk/upgrade to log in and download the relevant form.

Details on the criteria for MCIM and FCIM level membership can be found at www.cim.co.uk/typesofmembership

If you do wish to be considered for an upgrade in order to achieve Chartered status, your application must reach us by 31 December following completion of your second year of CPD.

Maintaining your Chartered Marketer status

In order to retain your status, you need to maintain your membership of the Institute and continue to follow the CPD programme by completing a minimum of 35 hours of learning and development activity each CPD year.

All Chartered Marketers are required to complete an annual submission documenting their CPD activities. We audit 10% of Chartered Marketers to ensure that standards are maintained. Those members selected within this audit are also required to submit evidence in support of all their activities.

What development opportunities can CIM offer me?



We provide a wealth of professional development opportunities relevant to the needs of marketing professionals like you, the majority of which qualify for CPD hours. More information is detailed in the record card, however below is an indication of how you can achieve CPD hours with us:

Professional qualifications

A range of general marketing qualifications from introductory to strategic level, plus a number of specialist qualifications for those wishing to focus their learning to individual areas of marketing.

www.cim.co.uk/learningzone

Training courses

From training workshops and bitesize seminars to in-depth courses, team development and learning partnerships, our programmes will keep you at the cutting edge of marketing. As a member, you receive these courses at a discounted price.

www.cim.co.uk/training

Research and Information

Our research department produces a number of free papers and briefings highlighting the very latest thinking on topics affecting the marketing profession.

www.cim.co.uk/papers

Cutting Edge

A free weekly e-bulletin that rounds up the top marketing news items.

www.cim.co.uk/cuttingedge

Marketing library

A dedicated marketing-focused collection forming an essential specialist source of information.

www.cim.co.uk/library

Member magazine – ‘The Marketer’

Delivered to your door and by e-mail as part of your membership, *The Marketer* brings you innovative articles from global experts, interviews with cutting edge marketers and inspiring comment.

www.themarketer.co.uk

The marketing shop – CIM Direct

A huge selection of business and marketing books, from classic textbooks to support your studies to the latest ground-breaking titles.

www.cim.co.uk/shop

CIM Regions and Branches

Free or low cost events on a range of marketing and business topics arranged by our network of regions and branches – one of the easiest ways to meet other like minded professionals. You also have the opportunity to contribute to our local committees – we can always use great marketing minds to help others achieve their potential.

www.cim.co.uk/branches



Frequently asked questions



Can I start my CPD from the day I join as a member?

Yes you can. Bearing in mind that the CPD year runs from 1 July to 30 June, if for example you became a member in November then you can claim from November to June. However, if you became a member in June, it may be better to wait until the start of the next CPD year in July to begin collecting your hours, as it would be difficult to achieve your 35 hours in such a short time.

I don't have access to a big training budget with my employer. How can I complete the necessary hours?

There are a number of free or low cost alternatives to formal training that are eligible for CPD hours. Consider attending exhibitions or the free events run by our branches, or alternatively you might be interested in finding a mentor to help guide your progress. Take a look at the full list of eligible activities within the enclosed record card.

Can I send in my CPD record card before the 31 July deadline?

You can send in your record card anytime upon completion of the 35 hours. However, if your submission is to achieve Chartered Marketer status, this would not be applied until 1 July, the start of the following CPD year.

Can I backdate or carry over hours?

No. Our programme is about regular, ongoing development each year. Therefore we don't accept backdated hours and you cannot carry over hours to the next year.

I've been studying a qualification with you this CPD year – do I still need to submit a CPD record?

Any CIM examination or assignment completed within the CPD year qualifies for the full requirement of 35 hours and will automatically be allocated to your record, so there's no need to complete a submission. If you're studying with us but have not

completed any assessments within the CPD year, you'll need to submit a CPD record and attach a letter of attendance signed by your tutor.

I'm currently on maternity leave, or on a year out/career break. Do I still need to submit my CPD record card?

You don't have to, providing you have completed a 'CPD year break' form with the necessary evidence (eg. MAT B1 form or documentation from your company). We'll then make sure there's no break in your record. Please contact us if you require a form.

To become a Chartered Marketer do I send through two record cards to you together at the end of the two years?

No. To become Chartered we require you to have done a minimum of two consecutive years of CPD, however you must submit your record at the end of each CPD year by the annual deadline of 31 July.

Do I need a CIM qualification to become a Chartered Marketer?

Not necessarily. As long as you hold MCIM or FCIM grade of membership you're eligible to become a Chartered Marketer by following the Chartered CPD Programme. These grades of membership require a degree or equivalent in marketing, but this may not necessarily be one of our qualifications.

For more information on membership grades visit www.cim.co.uk/typesofmembership, call +44 (0)1628 427120 or e-mail membership@cim.co.uk

