



How do I maintain my status?

Why should I maintain my Chartered Marketer status?

Your hard-earned Chartered Marketer status is an indication of your position at the forefront of the marketing profession.

- It demonstrates your cutting edge thinking, qualifications and extensive experience.
- It signifies a reduced risk to business for those who work with you.
- It facilitates networking opportunities with new, influential contacts, helping you to stand out to potential clients, employers and customers in an increasingly competitive marketplace.
- It is also a personal achievement that can help you strive for and achieve even higher standards of professional performance.

What am I required to do to maintain my status?

In order to maintain your Chartered Marketer status, you need to complete 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 development activity ahead of the 31 July 2012 deadline. If you are selected in the annual audit, you are also required to submit evidence in support of all your activities (excluding those falling within category 9: private study). You may be notified about your inclusion in this audit at any time during the CPD year.

If you do not submit your record of activity, are unable to supply evidence for audit when requested to do so, or do not maintain your membership of the Institute, your Chartered Marketer status may be revoked.

Why do I have to complete my CPD every year despite having already achieved Chartered status?

Chartered Marketer status is a sign of a qualified, experienced and up to date professional marketer. Whilst qualifications and experience are with us for life, we all know how quickly things change in the marketing environment. An ongoing understanding of legislation, ethics and agreed best practice, as well as being aware of the implications of not complying with these changes in our operating environment, is imperative if we are to maintain the standards underpinning this status.

As an Institute we have worked hard to be in a position where we have the authority to award this status, and we want you to be able to take pride in achieving it. The requirements for maintaining Chartered status are in place to ensure that this is possible.

What activities count towards my record?

All marketing, sales or general business learning and development that you complete within the CPD year of

1 July 2011 to 30 June 2012 can count towards your annual requirement of 35 hours. The ten categories of eligible activities and the total number of hours that can be claimed within each can be found at

www.cim.co.uk/cpdactivities

How do I complete my submission?

Simply complete your CPD record card and return to us by post or by e-mail at

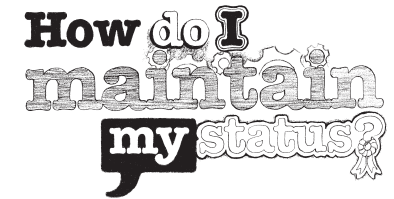
charteredcpd@cim.co.uk.

If you are selected in the annual audit, please ensure you send your supporting evidence with your record card to avoid any delays in verifying your submission.

The deadline for submitting your record of this year's CPD activity is 31 July 2012.



Frequently asked questions



How will people know that I've 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 have received a Chartered Marketer badge, which is supported by an annual certificate.

I work for a small company and do not have access to a big training budget. 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 other options such as mentoring a colleague, sharing your knowledge through writing articles for marketing press, or even contributing to our regional or branch committees – we can always use great marketing minds to help others achieve their potential. To learn more about activities in your region, visit www.cim.co.uk/branches

Can I backdate or carry over hours?

Our Chartered CPD Programme and Chartered Marketer status are based on a commitment to regular ongoing development each year. We therefore can't accept backdated hours and you are not able to carry forward hours from a previous year.

I'm on maternity leave/a career break/have recently been made redundant – how does this affect my status?

We understand that life doesn't always go to plan and that other commitments mean it's not always possible to commit to your development. CPD year breaks are awarded for a variety of personal circumstances to ensure you don't lose your hard-earned status as a result. Contact the CPD team to request a CPD year break application form. Please note: it is not possible to take two consecutive year breaks.

What happens if my membership lapses or if I can't complete my annual submission?

Only current members of the Institute who continue to meet the requirements of the Chartered CPD Programme each year can hold Chartered Marketer status. If your membership lapses or you are unable to demonstrate your ongoing development, your Chartered Marketer status will also cease.

Where can I find more support for maintaining my status?

The CPD team is here to help you retain your status so that your hard work gets recognised. If you are unsure about what's required, need help accessing resources to reach your target hours, or if you just need guidance on how to complete your submission, don't hesitate to call or e-mail the team.

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. For full details of benefits and resources, visit www.cim.co.uk/benefits

