

CPD activities

Visit your online CPD portal www.cim.co.uk/mydevelopment
For more information go to www.cim.co.uk/charteredcpd

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* each month is eligible.

The deadline for submitting the record of your year's CPD activities is 31 July 2011.

The following chart shows what activities can count towards your 35 hours of CPD activity each year, along with the opportunities that The Chartered Institute of Marketing provides.

How do I track my progress?

What else do I need to know?

- All supporting evidence must state your name and the date that the activity took place
- The total number of hours that can be claimed across categories 7, 8, 9 and 10 is 28 hours
- You can claim up to 7 hours for one day and up to 3.5 hours for a half day
- If you don't submit supporting evidence for your activities, we'll contact you and ask for details. This might delay your submission
- Only send photocopies of any evidence you submit as we can't send documents back to you. Make sure you keep a copy for your records
- You must complete at least 35 hours, but extra hours do not count towards the following year's CPD

Not sure which categories to use?
Call the CPD Team on +44 (0)1628 427273 or email charteredcpd@cim.co.uk and we'll be happy to help.

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Category	What it is	Examples	Evidence required	Maximum hours within this category
1 Qualification studies	All qualifications awarded by The Chartered Institute of Marketing or other marketing, sales or general business qualifications awarded by a Government recognised educational institution.	GCSE in Business Studies, CIM Professional Diploma in Marketing. At CIM, we offer a range of general and specialist marketing qualifications. Visit www.cim.co.uk/learningzone	A copy of your qualification certificate or a letter of attendance signed by your tutor. Are you a CIM student? If so, the full annual requirement you accrue during the CPD year will be automatically added to your record. So there's no need for you to send any evidence.	35 hours
2 Short training courses and workshops	Any training courses and workshops provided by a formal training provider aimed at developing your marketing, sales or business knowledge and competence. These may take the form of distance learning training but don't include training courses completed as part of an in-company development scheme – see category 4.	One-day finance course, five-day Principles of Marketing. At CIM, we offer globally recognised marketing, sales and business courses that are refreshed every year. As a member, you receive a discount on the course fee. Visit www.cim.co.uk/trainingcourse	A certificate of attendance or a signed letter of attendance from your course tutor.	35 hours
3 Language training	Any language training that forms part of your professional development plan, where the need to be able to converse in a foreign language forms an important part of your role.	Introduction to Spanish, Business French, online language programme.	A letter from your employer confirming what you are studying and that it forms part of your professional development.	35 hours
4 In-company development	Any training courses run within your organisation, internal or external promotions or project work (where the project falls outside of your normal role).	In-company training courses, cross-organisational working, the launch of a new website, a new market entry plan, an internal promotion. At CIM, we work with employers to develop tailored and in-house training programmes for groups: www.cim.co.uk/team	A certificate of attendance in the case of training hours, or a letter from your employer outlining the promotion or project as appropriate.	35 hours (a maximum of 8 hours for promotion)
5 Imparting knowledge	Authorship of books, papers, journals or articles that centre on marketing, sales or general business issues.		Copies of the journals or articles. In the case of books, please provide full details of the publication including ISBN wherever possible.	14 hours (for writing papers or journals) or 35 hours (for writing books)
6 Mentoring	Providing mentor support or being mentored with the purpose of transferring knowledge or skills. This excludes consultancy work and projects undertaken on behalf of clients.	Part-time teaching by non-academics, a formal agreement with a work colleague to provide guidance. At CIM, some of our regional groups offer free mentoring programmes. Visit www.cim.co.uk/branches for more on being mentored or becoming a mentor.	A signed letter from your mentor/mentee detailing the work undertaken and confirming the number of hours involved.	21 hours
7 Conferences and exhibitions	Any conferences and industry exhibitions run either by the Institute or by other organisations, offering learning within marketing, sales or general business disciplines. You may claim as many hours as you spend at the event, although break times and time spent networking can unfortunately not be counted within this total.	The Annual National Conference held by CIM is an opportunity for you to discover smarter techniques, develop practical tools and gain unique insights from some of the most pre-eminent minds in marketing today. As a member, you receive a discount on the conference fee. Visit www.cimannualnationalconference.co.uk	Either your delegate name badge from the event, or your booking confirmation letter/email from the organisers.	10 hours (no more than 28 hours in total for categories 7, 8, 9 and 10)
8 Contribution to the community	Any committees that fall outside of your role but within the remit of marketing, sales and general business, acknowledging the value of lifelong learning on the community as a whole.	CIM national/regional/branch/MIG committees, trade associations, charity work (eg as a school Governor). You can get involved with your local CIM committee and earn CPD hours: www.cim.co.uk/branches	Copies of meeting minutes or a letter from the organisers as evidence of undertaking your activity.	8 hours (no more than 28 hours in total for categories 7, 8, 9 and 10)
9 Private study	Any time you spend improving your knowledge and skills in marketing, sales and general business, studying by yourself.	Reading The Marketer, researching on the internet. At CIM, we provide a dedicated marketing library (www.cim.co.uk/library) and bookshop (www.cim.co.uk/shop). The comprehensive Marketing Resources section of our site gives you access to news, journals, fact files and case studies (www.cim.co.uk/marketingresources).	This category does not require evidence.	8 hours (no more than 28 hours in total for categories 7, 8, 9 and 10)
10 Development events	Any participative events offered either by the Institute or by other organisations, across all areas of marketing, sales and general business. This excludes social events and meetings that form part of your normal job role.	CIM regional/branch/MIG events, seminars, breakfast briefings, CIM webcasts. At CIM, our local branches arrange events, seminars and breakfast briefings all year round. To see what's happening near you, visit www.cim.co.uk/events	Certificate of attendance or a copy of agenda/minutes of the meetings.	21 hours (no more than 28 hours in total for categories 7, 8, 9 and 10)

