



GETTING THE MOST OUT OF YOUR CPD ACCREDITATION

The CPD Standards Office is a unique organisation and was founded with the vision of understanding and enabling positive and successful CPD and learning experiences. As a highly specialised expert team, our university led research has equipped us with extensive expertise on all things CPD.

Between the work of the Professional Development Consortium and the CPD Standards Office dual CPD research and accreditation activities sharpen our knowledge and expertise. This enables us to work with individual coaches, training providers, employers, and 'membership organisation's as a collaborative CPD network & community.

This factsheet provides advice and guidance for issuing your CPD Certificates of Attendance or Completion to your delegates.

Getting the most out of your CPDSO Accreditation

Becoming accredited with the CPD Standards Office gives you a wide variety of benefits, and opportunities to stand out within your market place as an authoritative, educational CPD provider.

Once accredited you will receive:

- A unique accredited provider CPD logo detailing your unique provider number.
- A formal CPD Certificate of Attendance to issue out to delegates.
- A full page listing on the cpdstandards.com website, confirming your approved status as a CPD Standards provider.
- A certificate for personal use detailing your accreditations.
- A digital badge that can be used on social media channels and for online purposes.

This accreditation provides you with the following benefits:

More sales – Many organisations have allocated CPD training budgets, and professional individuals are always seeking CPD approved training and learning activities to complete their annual CPD requirements for their professional body or employer.

Enhanced reputation – Through the assessment, feedback, and ongoing guidance the CPDSO team provides you can be assured you provide a quality CPD product. As a result of these processes, we have a premium community of CPD providers and employers, held in high regard by professional bodies, and

Membership within the CPD Standards Office community
Membership includes free events, access to research, and discounted access to industry resources.

So... how do you get the most out of this accreditation?

The CPD Standards Office recommends focusing on 5 key areas:

Your Accredited CPD Logo - within your CPD accreditation documents, you will have received a CPD accredited logo that details your unique 5 digit provider number, and the timeframe in which your accreditation is valid. It will require a CPD check up by our assessment team just prior to the 2nd anniversary of accreditation to ensure that the content is current and up to date.

Focus no 1: Your Marketing and PR Communications

- Make sure your CPD Standards accredited provider logo is present on your website, email signatures and all marketing communications.
- Create a dedicated webpage on your site detailing your accreditation and the activities that are CPD approved (make sure it's then easy to book, or find out more information)
- Capture delegate success stories and use them within your PR activities

Focus no 2: Your Training and Learning materials

Make sure your accredited logo is used effectively on your training, learning or coaching materials,

- including:
- PowerPoint Slides
 - Workbooks or Handouts
 - Evaluation forms
 - Any other training materials

Focus no 3: Issuing your CPD Standards Office Certificates of Attendance

Within your formal accreditation documents, you will have received a template for a formal CPD Certificate of Attendance. This is a double sided document with the certificate on the front side, and a 'CPD Learning Tool' on the back side.



Make sure you get full value out of your CPD Standards CPD accreditation status, and **make it clear in your marketing communications that a CPD Certificate will be available** after full attendance, or completion, of your accredited CPD activity.

Many of our CPD providers find that the ability to issue CPD Standards CPD certificates **improves the appeal** of their training or learning activity and adds credibility to their reputation.

Within regulated sectors, delegates or students will be **primarily attracted to you as a CPD provider** because they can obtain a CPD certificate that can subsequently be included within their formal CPD record for their professional body, regulator or employer.

To get the most out of your CPD Certificates you should:

- ✓ Make it clear to your delegates that they are able to claim CPD hours or points, and certification from your accredited training activities.
- ✓ Issue these certificates on demand only (so not to give yourself an administrative burden each time you run a course).
- ✓ It is also advisable to link the certificate to your feedback and evaluation form and processes, so that you as the CPD provider receive feedback on your activities in return for the certificate of completion.

Focus no 4: Your Sales and Business Development Activities

Many large organisations, especially in regulated sectors such as law, accountancy, construction and financial services have large CPD training budgets.

Make sure your sales people are discussing the CPD accreditation in their sales conversation and communications.

Focus no 5: Get Involved in the CPD Standards Office Community

Your membership with the CPD Standards Office includes access to free member events held regularly in central London.

The events are enormously popular and provide excellent networking opportunities with other CPD Standards providers. In addition, there is a wealth of information on training best practice, current CPD issues and interactive discussions on delivery and evaluation of CPD activities across different sectors. Also, should be receiving our monthly member broadcasts by email - let us know if you are not and we will ensure that you are on the mailing list.

Don't just take our word for it....

“Having our solutions assessed and reviewed by The CPD Standards Office was critical to us. As the leader in our space, we continuously ensure that the training we offer is leading-edge. Most importantly, an independent review from a credible body such as the CPDSO gives our customers and their learners the quality assurance they very often require internally or for their own CPD records.”

Rebecca Muenger, Marketing Director, Rosetta Stone

“Thanks very much for all you have done to enable us to do better in the Middle East. The accredited international knowledge and the Accredited CPD certificates are sought after!”

Jacqueline Purcell, Director, Jasper Alliance

We hope you have found this factsheet helpful.

Please see www.cpdstandards.com for more information on our accreditation services or call 0203 745 6464 for further advice.