



CPD Management Portal for Chartered Institute of Marketing

Background

The Chartered Institute of Marketing (CIM) is the leading body for marketing and business development professionals. It has over 45,000 members worldwide.

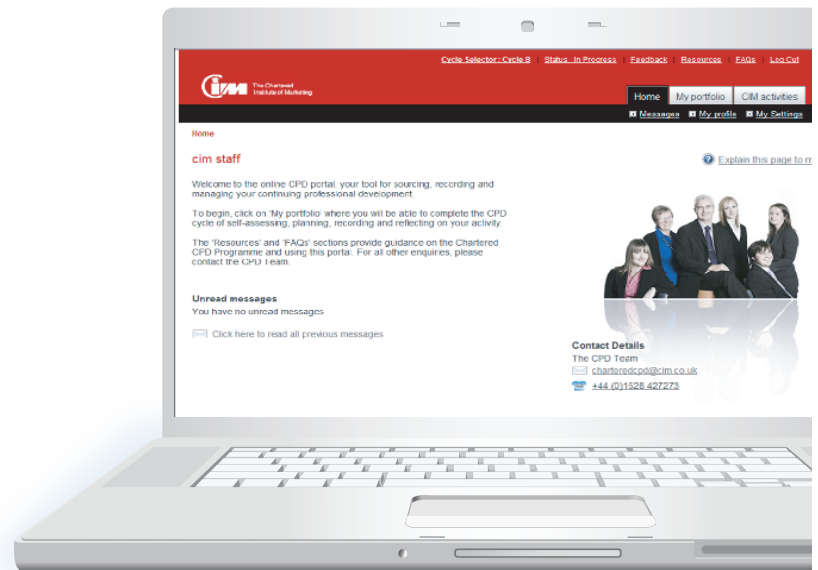
Challenge

When CIM decided to introduce mandatory continuing professional development (CPD) for its members it commissioned Aurion Learning to create an online CPD management system to support them. Our challenge was to develop a comprehensive online CPD management system that would:

- support CIM in delivering, monitoring and verifying CPD activities across the entire professional body;
- integrate with the in-house membership database to maintain up-to-date membership and CPD compliance records;
- substantially reduce administrative overheads associated with paper-based CPD submissions;
- provide each CIM member with a unique online CPD portal;

"Our online CPD solutions make it much easier for professionals to participate in and comply with the CPD scheme as set out by their organisation/professional body, especially in comparison to the traditional paper-based approach."

Dr. Maureen Murphy,
Managing Director, Aurion Learning



- make it easier for members to complete their CPD cycle and submit their records for verification through the online system; and
- manage the Institute's Chartered CPD Programme.

Solution

We knew that our existing CPD portal, **cpdengage** had the core features that CIM needed, however we needed to customise and rebrand it to suit the customer's needs.

CIM's CPD management portal includes the following features:

CPD Portfolio

Each member has a personal CPD portfolio in which they self-assess, plan, record and reflect on CPD activities throughout the year.

Online catalogue of courses

CIM administrators provide detailed information on all available training courses for the year. Members can view all training opportunities or view training courses based on their CPD plan/goal, their role within the industry and/or the identified competencies that they need to develop.

Manage Job Roles

Message centre

CIM administrators can send automated and/or targeted messages to advise members of news, events, training courses and submission deadlines.

Print centre

Members can print off records of their CPD activities, for example development goals and associated activities, CPD results and CPD portfolio summary.

Report centre

CIM administrators can run regional, national and international reports to get a general overview of CPD activity and get insights into competencies, development goals, training needs and training undertaken. They can use the print centre to print reports.

Resources

The resources section includes guidance and support to assist CIM members in their CPD.

Frequently asked questions (FAQs)

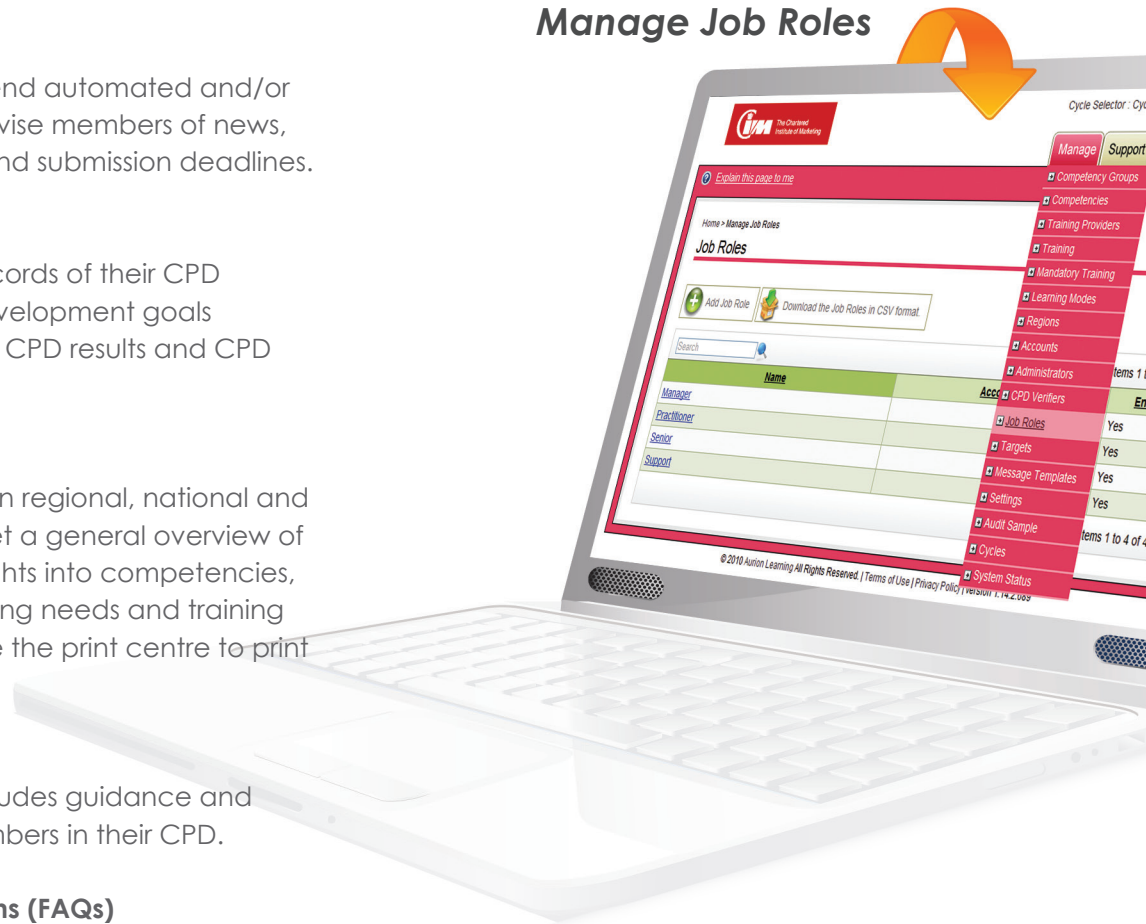
The frequently asked questions address common queries and provide simple answers.

Verifier interface

CIM verifiers can review members' annual returns and provide feedback on CPD activities undertaken through the online environment.

Results

CIM now has an intelligent and intuitive online CPD portal making it much easier for them to deliver, monitor and verify CPD activities across the professional body. Administrators can publicise training opportunities through a central system and run reports to measure CPD activity. Verifiers can process annual returns online therefore saving time and reducing administration costs. The CPD portal also integrates with CIM's membership database and facilitates knowledge sharing between the two systems.



It is now much easier for CIM members to take part in and complete CPD activities. Each member can access their unique CPD portfolio through a secure log in system. The portal supports members through every stage of the CPD cycle, from evaluating their competencies, to identifying suitable training opportunities, to recording completed activities, reflecting on them and finally to making annual returns for verification online.

There are now over 15,000 members of CIM registered with their CPD management portal.



Want to find out more?

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