

IPA CPD Accreditation Starter Pack

A defined career path

The IPA's Continuous Professional Development (CPD) programme is designed to ensure your skills always match your clients' needs and your agency's business goals. Only then can the industry offer a defined career path, attract and retain high quality staff, and ensure agencies prosper.

It is mandatory for IPA members to adhere to the five standard criteria for CPD. It is our aim to support our members as much as possible in successfully implementing the IPA CPD Standard criteria. This information is relevant to all, whether you are directly responsible for managing CPD or simply want to know more about the subject.

Included in this pack:

- An introduction to CPD
- The CPD Standard Criteria
- CPD submission explained
- FAQs
- Gold and Platinum Accreditation
- A job description for CPD managers
- CPD calendar
- Contact details for the IPA Professional Development team

Why is CPD so important?

As an industry, we need to show our worth to claim fair remuneration. Clients deserve professional teams equipped with the best knowledge to meet their increasingly diverse needs. Our clients aren't just impressed if you're professionally developed, they expect you to be. CPD is not a 'nice to have' but a minimum requirement, says Ros King, Director of Marketing Communications, Lloyds Banking Group.

Since introducing CPD Accreditation in 1999, the IPA has seen Continuous Professional Development become well established among our membership. Most importantly, CPD is now recognised as a powerful tool in growing agency business: aiding client retention, staff retention, savings on recruitment costs and better pitch conversions. CPD has a vital role in helping to make IPA members and the industry more professional and, therefore, more successful. The effectiveness of CPD has been proven by the hundreds of CPD Gold submissions the IPA has received since launching the initiative in 2008, with 2017 seeing 38 agencies apply for this accolade.

Furthermore, in 2016 the IPA was awarded a Royal Charter, the gold standard for professional bodies. It signifies recognition by the Government that the institution in question represents a genuine profession and that it can be trusted to help regulate that profession in the public interest. In this context, safeguarding the high standards of Continuous Professional Development amongst our members is more important to the IPA than ever before.

The IPA's long term mission is to continue the transformation of advertising from a professional industry into a profession so that agencies are seen by clients and the wider public as qualified, trusted, valued & expert, and can attract and retain the brightest, most diverse talent.

The following 5 key criteria must be in place

- 1) A Strategic Development Plan (SDP) linked to business objectives
- 2) An Induction programme for all new joiners
- 3) A thorough appraisal system, with annual dates recorded in individual CPD Diaries or in-house agency system.
- 4) Maintenance of individual CPD diaries demonstrating a minimum 24 hours (or pro rata) of development activity



- 5) For all agencies, 10% of the agency must have a mandatory qualification, LegRegs and/or the Commercial Certificate. The agency can decide how this 10% is allocated, e.g. 3% LegRegs, 7% Commercial Certificate.

Please note CPD compliance is required for all agency staff, including those in HR, Legal, Finance, IT, Office Services and PA/Secretarial.

All offices and agency brands need to meet the criteria and submit individually

CPD submissions explained

CPD accreditation is a condition of IPA membership. All agencies that have been in membership for a full calendar year or more are required to meet the Standard Criteria and submit evidence for CPD accreditation in January of every year. CPD Accreditation is an ongoing, annual process. We advise therefore, that you do not wait until the end of the year to assess whether you have met the Standard Criteria. The IPA's advice is to monitor and maintain CPD programmes and progress throughout the year, and to make use of the assistance the Professional Development team can provide.

How does accreditation work?

1. In April of each year, agencies submit their annual Strategic Development Plan – April, detailing what training is planned for the year ahead and why. The IPA will help any agency refine its approach in this area.
2. Agencies submit a second Strategic Development Plan (year end) as part of their CPD submission at the end of the year. This version of the plan requires a retrospective and evaluative look at the year's training.
3. By January 31st (or next working day) of every year, all agencies have to make their annual CPD submission through the CPD section of the IPA website.

As part of this process, agencies upload their year-end Strategic Development Plan, make an online declaration confirming they have met the five principles of the CPD standard and submit evidence of CPD hours and appraisals via the diary system (if using). We have provided you with a guide to the online submission. Please contact sarahv@ipa.co.uk if you need another copy.

4. Around a third of IPA membership is selected each year for a CPD Progress Review. Review meetings take place between January and March, looking at the previous year's CPD performance. These meetings are a good opportunity to get feedback on your Strategic Development Plan and address any CPD questions or concerns.

The assessor will review activity against the five standard criteria and discuss CPD with management and some staff. This is to help the agency with its future CPD activity.

A job description for CPD Managers

As a CPD Manager, your responsibilities will be to:

- Set up and maintain the CPD Accreditation programme in the agency, including making an online submission by 31st January every year. In some cases, you may also have the opportunity to write a Gold CPD submission.
- Monitor the agency's CPD progress throughout the year via the IPA website's 'My Agency CPD User' area and/or your own in-house records. You will be given CPD Manager web access for this. You are encouraged to continuously ensure your list of users is accurate throughout the year so that all progress recorded is accurate; you are encouraged to avoid waiting until the end of the year to address any issues with your CPD programme.
- Agree business objectives with senior management.
- Oversee development of a training plan designed to meet the business objectives mentioned above. You will also need to work out how to measure the contribution of CPD to the agency's business results.
- Negotiate and manage the CPD/development budget and find the best development solutions and tutors.
- Communicate your programme's resources and benefits to the agency, especially senior management.
- Ensure induction and appraisal programmes are set up, maintained and effective.
- Prompt individuals to take ownership of their own development and maintain accurate records of CPD activities.
- Maintain and grow your own CPD and Talent skills via free workshops, free CPD online modules and Training Forum workshops.

Frequently Asked Questions

Does everybody have to complete CPD hours and appraisals?

Yes. CPD is mandatory for all permanent staff, including those in legal, HR, finance, PA/secretarial, IT and office services. Everyone needs to complete mandatory appraisals and CPD hours. You do not have to include temporary staff, interns, freelancers, consultants, or those in a "facilities" role e.g. dispatch, catering team, in your CPD submission.

What can be recorded as CPD activity?

Broadly speaking, CPD is any activity in which you develop yourself or another person. As such, the scope is wide and informal learning, e.g. business book reading, attending relevant exhibitions, seminars, internal talks, mentoring, coaching, conducting appraisals etc., should be counted just as much as formal training, e.g. courses and qualifications. Further examples of CPD activity can be

Our agency is part of a group and we have offices around the UK, how do we submit for CPD accreditation?

Where a member has more than one agency brand or office location, all its employees in all its offices/brands need to meet the Standard Criteria in order for the member to gain accreditation. For example, if you have an office in London and an office in Manchester, the IPA must receive two submissions at year end, one from London and one from Manchester. It may be that one person or team manages CPD for both London and Manchester, or that CPD is managed locally. Either way, a CPD Manager must be appointed to take responsibility for ensuring that all CPD eligible staff employed by the company adhere to the CPD Standard. You may have a joint Strategic Development Plan that defines CPD for all your offices, however each office must upload a copy as part of an online submission (alongside CPD diaries, appraisals and qualifications) to gain accreditation. We will not accept consolidated submissions or one submission on behalf of all your agencies/offices.

How does the CPD Manager web access work? How do I get people set up with CPD diaries?

You will have been sent a guide to using your CPD Manager access on the IPA website. Anyone who joins your agency should register for an account on the IPA

website in order to access their CPD Diary as well as a wealth of IPA membership benefits. If your new joiner has come to you from another IPA member agency they may already have a CPD diary, in which case just contact sarahv@ipa.co.uk or esther@ipa.co.uk to have it transferred over to your agency.

We recommend including an introduction to the IPA, the agency's commitment to CPD and the CPD diary in your induction process.

How do I submit?

You will need to submit online, even if you do not use the IPA CPD diaries. The online submission involved uploading your Strategic Development Plan, confirming completion of CPD logs if used and making an online declaration that the Standard Criteria is in place. You have been provided with a guide to using the CPD Manager web access that includes step-by-step instructions for submitting.

What happens if we fail to get accredited?

All corporate members are required to achieve CPD accreditation on an ongoing, annual basis. A member agency can lose accreditation only twice in any five-year period, and only if the second year does not immediately follow the first. In the case that the agency is not CPD accredited for a second year, the agency's IPA membership can be revoked.

If you do not think you'll be able to meet the January 31st deadline or feel you will need assistance, please contact Sarah Vickerstaff as soon as possible. Our advice is to not leave CPD submission until the last minute; see it as year-long process and the submission process will be much less stressful.

Our agency has just joined the IPA, do we have to submit for accreditation?

No. It is only mandatory to submit for CPD Accreditation if your agency has been in membership for a full calendar year. You are, however, encouraged to establish best practice in CPD as early as possible. You are also welcome to make a voluntary submission in your first year, though you will have to demonstrate that you have met the CPD Standard Criteria for the full calendar year, not just the time your agency has been in membership.

You are likely to find that the majority of the CPD Standard Criteria is already in place at your agency, e.g. you have a welcome programme, everyone completes appraisals etc. Becoming CPD Accredited is about helping you justify, quantify and prove the effectiveness of these practices.



Does it cost us anything to submit for CPD Accreditation?

No, CPD Accreditation is free, as is the majority of the support available to you.

What is Accredited MIPA? What does it have to do with CPD?

Launched in 2016, Accredited MIPA is an initiative designed to put advertising on the same professional footing as accountants, architects and lawyers. It's a rigorous, qualifications-based accreditation programme from the IPA that's going to be widely recognised and respected.

Anyone who is employed by an IPA Member Agency is able to become an Accredited MIPA once they have accrued five stars of IPA qualifications and/or courses and are able to evidence three years of CPD compliance – at least 24 hours logged in their CPD diary or inhouse agency system.

What help is on offer from the IPA?

A variety of free resources are available to you in the CPD Manager role. As well as unlimited support and guidance from CPD Manager Sarah Vickerstaff and CPD Consultants Gwyn March and Gus Annetts, you can also make use of:

IPA Training Forum

The IPA Training Forum is an informal gathering of people with backgrounds in training, account management, office management, talent and HR, who are keen to raise the status and quality of professional development in their agencies. Free sessions run every 6-8 weeks and usually include a guest speaker who will share knowledge, insight and free training on issues such as diversity, retention of women, appraisals and wellbeing.

CPD workshops

Four free workshops run annually in May and October: two in CPD Best Practice and two in CPD Gold.

How to Have the Best Welcomes, How to Plan a Training Programme, How to Run Effective Appraisals and Evaluating Training.

Bespoke training

Send a brief to louise@ipa.co.uk with your training needs and we can help you run cost effective, specialised training in-house.

CPD Gold and Platinum

The IPA CPD Gold Accreditation scheme is designed to recognise and reward agencies that are able to demonstrate not only outstanding CPD programmes and commitment to CPD, but the effectiveness of these initiatives. IPA research has shown that agencies that have achieved the Gold standard enjoy significant benefits in the form of increased staff retention, positive perception from staff and clients, higher than average pitch conversion rates and increased revenue.

To achieve CPD Gold accreditation, companies must provide a submission, usually in the form of a paper, showing they have employed creativity in building a vibrant learning culture to support real commercial objectives and go beyond regular working practices. They have put CPD at the centre of their business and ensured wide participation across all their people.

The submission should demonstrate the following 11 criteria:

1. How does the submission set out to establish the link between a CPD culture and business success?
2. To what extent has CPD been embraced at all levels in the agency, in particular senior management?
3. A comprehensive induction programme in place for all new joiners
4. A thorough appraisal system, with annual dates recorded in individual CPD diaries or in-house agency system.
5. Maintenance of individual CPD diaries demonstrating a minimum of 24 hours (or pro rata) of development activity.
6. For all agencies; 10% of the agency must have a mandatory free qualification; LegRegs and/or the Commercial Certificate. The agency can decide how this 10% is allocated, e.g. 3% LegRegs, 7% Commercial Certificate.
7. A detailed strategic development plan linked to the agency's business objectives
8. How does the submission attempt to evaluate the effects of a CPD culture on the business and how notable is the result?
9. How impressive is the implementation of CPD opportunities, from a creative and strategic perspective?
10. Is the submission coherent, professional, entertaining and interesting?
11. Does the submission show us anything new about how CPD can be successfully applied to a business?



Successful agencies are awarded their Gold certificate before their peers at the annual IPA Members' Lunch, by the CPD Gold Chair of Judges and the IPA President. CPD Platinum is awarded to agencies who have sustained CPD Gold for four years in any five-year period.

CPD Calendar

January 31st (or next working day)

Deadline for CPD Standard Accreditation

February 7th (or next working day)

Deadline for CPD Gold Accreditation

January - March

CPD Progress Reviews

April - May

- Initial Strategic Development Plans to be returned to the IPA by end of April
- Agencies notified of CPD Accreditation
- CPD Gold awards presented at IPA
- Members' Lunch
- CPD Best Practice and CPD Gold workshops

June

CPD Platinum Dinner

October

CPD Best Practice and CPD Gold workshops

November-December

- CPD submissions begin. All agencies receive reminders of upcoming submission period
- Agencies advised on Gold criteria and offered Gold mentoring
- Progress Reviews

The Professional Development Team

Who should I contact?

Patrick Mills

IPA Membership and Professional Development Director

patrick@ipa.co.uk
020 7201 8208

Louise Hinchliffe

Assoc. Director of Professional Development

Louise is responsible for creating, launching and running all IPA training offerings, and leads all things talent-based

louise@ipa.co.uk
020 7201 8232

Indre Dragunaite

Head of Learning and Technologies

Indre is responsible for leading the Qualifications team and managing our industry-leading and award-winning online qualifications programme, in the UK and internationally.

indre@ipa.co.uk
020 7201 8245

Sarah Vickerstaff

CPD Manager

Sarah is responsible for promoting the value of Continuous Professional Development (CPD), supporting IPA members in implementing CPD in their agencies and overseeing the CPD Accreditation process.

sarahv@ipa.co.uk
020 7201 8212

Gwyn March

CPD Consultant

Gwyn tutors many IPA workshops, such as Time Management, CPD Best Practice and CPD Gold, convenes the CPD Gold judging panel, and is the help desk for the Foundation Certificate worldwide.

gwynmarch@ipa.co.uk
020 7201 8212

Gus Annetts

CPD Consultant

Gus' role is to visit agencies, ensuring they achieve maximum value from their annual subscription, and to promote the Continuous Professional Development standard amongst our members.

gusannetts@ipa.co.uk

Erika Bewers

Courses Manager

Erika is responsible for managing experiential courses for the IPA including new MIPA Accredited courses, TV Production Knowledge and the Excellence Diploma, as well as bespoke training enquiries.

erika@ipa.co.uk
020 7201 8231

Rosie Chiang

Senior Qualifications Executive

Rosie manages the IPA Qualifications team, TV Production Knowledge course and IPA Advanced Certificate.

rosie@ipa.co.uk
020 7201 8275

Heather Maguire

Global Qualifications Executive

Heather coordinates IPA Eff Test, HR Knowledge course and IPA qualifications worldwide.

heather@ipa.co.uk
020 7201 8248

Sara Assumani

Qualifications Executive

Sara is responsible for the IPA Foundation Certificate, LegRegs, Commercial Certificates, and short form courses in London.

sara@ipa.co.uk
020772018245

Sarah Stewart

Membership Executive

Sarah is responsible for running training in England (outside London) and Wales.

sarah@ipa.co.uk
01670 432 132

Sonja McLean

Membership Senior Executive

Sonja is responsible for running training in Northern Ireland and Scotland.

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0131555 7588