



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 an outline on how accredited providers can best utilise their CPD Standards accreditation in their sales and marketing to ensure your business will stand out from the crowd.

How People Market CPDSO Accreditation

When you become accredited by the CPD Standards Office, you get more than just a mark of accreditation with the CPDSO provider badge logo. You also join our global CPD Standards Community, along with over 800 other accredited providers. This community grows stronger every day, with its huge range of connections to membership organisations, employers and universities. Also supported by the on-going work of the CPD Research Project, which will provide you and the CPD community cutting edge insights in all things CPD.



Please see the below table of just some ways to market your accreditation:



Marketing your CPDSO Accreditation



ONLINE

Ideas for Online

Ensure your website is interactive and support references to CPD using hyperlinks

Use the CPD Standards Logo

Make sure you use your accredited logo on your website

Social Media

LinkedIn UK has 15 million users and 277 million users worldwide. Think of the potential to connect with a wider audience.

Video

100 million watch videos everyday so engage clients with CPD by talking about it in a video

Email Signatures

Remind clients of your accreditation with the CPD logo in your email signature

CPDSO Digital Postcards

Once you have been accredited we send out digital postcards which announce your accreditation with us on social media



OFFLINE

Company Brochures

Place the CPD logo on the front of your company brochures and include a description of CPD inside

Exhibition Banners

Promote CPD on your exhibition banners at events and in your training classroom

Direct Mail

Engage your audience by posting information about CPD in direct mail. Make it feel more personal than email marketing

FACE TO FACE

Face to face meetings and networking events

Business Cards

Use the CPD logo on your business cards and drop them at every occasion not just when you meet someone

Include CPD in your Conversations

Attend events and conferences and offer your network CPD related information

Speaking at Events

Place the CPD Standards accreditation on your presentation slides

CPDSO Provider Pin

Wear your accredited provider pin when you are networking with clients

We hope you have found this factsheet helpful.

Please see www.cpdstandards.com for more information on our accreditation services or call 0203 745 6463 for further advice.