

CIPR

CHARTERED INSTITUTE  
OF PUBLIC RELATIONS

CPD



[cipr.co.uk/cpd](http://cipr.co.uk/cpd)

YOUR PROFESSIONAL FUTURE

## ★ Meet tomorrow's challenges

PR is constantly changing. New trends emerge, disciplines converge, best practice evolves. Employer and client expectations are changing too. The pressure is on to adapt, innovate and embrace new opportunities.

CPD is about developing your career adaptability. It's how you build the knowledge, skills and confidence to secure your professional future. It's your investment in your biggest asset – you. And it's a part of your professional responsibility.

We believe every member should do CPD, every year. And we'll support you all the way.



## ★ CIPR CPD

We've all got different learning styles, budgets and career paths, so our CPD system has been designed with enough flexibility to meet everyone's needs. There are more than 800 suggested development activities in our CPD database, or you can create your own. And with over 300 free activities listed, there's really no excuse.

Get started by logging in to MyCPD:

- Easy-to-use online platform
- Personalised dashboard
- Log your learning and track your progress

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## ★ Your route to recognition

CIPR CPD is your path to Accredited and Chartered PR Practitioner status. CIPR accreditation proves to your clients and employers that you're committed to career-long learning and the highest professional standards. Begin your journey.

PROFESSIONAL  
ACCREDITATION  
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