



CPD Activities and Points

IOIC Member Continuing Professional Development Programme

| Activity | Definition | Points | Max per CPD Cycle |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| Academic Qualification | A qualification must be internal communication or business related and awarded by a Government recognised educational institution. | IOIC Foundation Diploma – 40 pts IOIC Advanced Diploma – 40 pts Masters in Internal Communication Management – 60 pts Level 4, 5 and 6 Qualifications – 40 pts Level 7 Qualifications – 60 pts | N/A |
| Professional Qualification | A qualification must be internal communication or business related and awarded by a recognised accrediting body. | Level 4 and 5 – 20 pts Level 6 – 25 pts Level 7 – 30 pts | N/A |
| Live Training | Live training – online or in-person – provided by IOIC, an external recognised provider, or your organisation. Training can be split over multiple sessions. Must have clear objectives and learning outcomes. | 1 – 2 hours – 2 pts 3 – 4 hours – 4 pts 5 – 8 hours – 8 pts 9 – 12 hours – 12 pts 13 – 18 hours – 18 pts 19+ hours – contact IOIC | N/A |
| On-demand Training | Self-directed, on-demand training provided by recognised provider. Must have a clear structure, objectives and learning outcomes. Must include variety of education content, for example video, reading, listening. Progress and learning must be tested/monitored. | 1 – 2 hours – 1 pts 3 – 4 hours – 2 pts 5 – 8 hours – 4 pts 9 – 12 hours – 8 pts 13 – 18 hours – 12 pts 19+ hours – contact IOIC | 24 pts |
| E-Learning | Videos, articles and short-form online learning. | Under 15 minutes – 1 pt 15 – 30 mins – 2 pt 30 – 60 mins – 3 pt | 10 pts |
| Conferences and speaker-led events | Internal communication, industry or business-related events. Must have topic / theme and be designed as learning and development activity. Events which are purely networking do not count toward CPD. | 1 day – 4 pts 2+ days – 8 pts | 16 pts |

| On the Job Learning | Definition | Points | Max per CPD Cycle |
|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| Webinars and podcasts | Webinars or podcasts from recognised provider related to internal communication, industry, business or personal development. Webinars can be consumed live or on-demand. | 2 pts per webinar/podcast | 8 pts webinars 8 pts podcasts |
| Peer-reviewed content | Industry-specific research and reading into relevant subject areas – including peer-reviewed books, factsheets, reports, guides, journals and publications by experts. | Book – 5 pts Other – 2 pts | 12 pts |
| Relevant and topical non peer-reviewed content | Sector related publications (in print and digital), including articles, blogs and case studies. | Per piece of content – 1 pt | 8 pts |
| On the Job Learning | For on the job learning to count as CPD you must be able to identify clear skill / practice growth. For example, participating in/leading new project; workplace shadowing; delivering workshop. | Leading new project – 4 pts Participating in new project – 2 pts Shadowing – 4 pts Delivering workshop – 3 pts Other - contact IOIC | 18 pts |
| Mentoring and Coaching | Formal mentoring or coaching relationships. Mentee - receiving instruction, guidance and support from a designated mentor or coach. Mentor/coach - providing guidance and support as a designated mentor or coach. | Per session – 2 pts | 12 pts |
| Author, contributor, speaker | Writing articles, reports, books, guidance and supporting documentation, which are published for use of others. Speaking, for example: events, conferences, panels, podcasts, webinars. | Author (peer reviewed): Book – 30 pts Paper/journal/report/guide/factsheet – 10 pts Author (non-peer reviewed): Article – 4 pts Paper/guidance – 6 pts Speaking: 3 pts | 30 pts |
| Volunteering | Volunteering on IOIC Board and Advisory Boards, Committees, Steering Groups, Ambassador Programmes, and other IOIC groups. Relevant volunteering which contributes to skills development and/or contributes to the profession. | Per session – 3 pts | 12 pts |

If you have any questions or need to check an activity, please contact us on prodev@ioic.org.uk