

Activity	Definition	Evidence Required	Formal or Informal	Allocation	*Max per CPD Year
Knowledge Building					
Achieving a qualification	All Qualifications awarded by IoIC or other related qualifications awarded by Government recognised educational institutions.	A copy of your qualification certificate or a Statement of Achievement.	FORMAL: This involves activity which: has stated learning outcomes, activity designed to address these; some form of assessment or reflection; and addresses an identified learning need.	Foundation Diploma – 32 hours Advanced Diploma – 32 hours Masters in Internal Communication Management – 32 hours	32 hours
Attendance at training courses and masterclass	A training course provided by IoIC or by an external approved third party which sets clear objectives and learning outcomes.	A confirmation of attendance from event provider where possible. Any reflections on the outcome of the course/masterclass.	FORMAL: This involves activity which: has stated learning outcomes, activity designed to address these or an identified learning need.	½ half day – 3 hours 1 day – 6 hours 2 days - 12 hours 3 days – 18 hours 4 days – 24 hours	24 hours
Webinar	A webinar provided by IoIC or by an external approved third party which sets clear objectives and learning outcomes.	Any reflections on the outcome of the course/masterclass	FORMAL: This involves activity which: has stated learning outcomes, activity designed to address these or an identified learning need	Webinar – 1 hour	3 hours
Attendance at conferences and seminars	IoIC or other related industry or business conferences and seminars, an informative presentation, or series of presentations, on topics provided by subject experts.	Attendance certificate, delegate list, badge or some other written/email confirmation of attendance from event provider where possible. Agenda or programme which clearly shows what was covered during the session(s) and learning objectives (if applicable).	FORMAL: This involves activity which: has stated learning outcomes, activity designed to address these or an identified learning need	½ half day – 3 hours 1 day – 6 hours 2 days - 12 hours	21 hours

		Any reflections on the outcome of the conference or seminar.			
Attendance at a members' evening or networking event	IoIC, industry or business evening event. Consisting of an informative presentation, workshop or debate.	Delegate list, email confirmation and any reflection on the learning outcomes of the event.	FORMAL: If you have attended the event with a specific purpose in mind e.g. to meet a specified learning and development need. INFORMAL: If the purpose is social.	Dependent on length event. Formal: Full length of event Informal: Half-length of event	10 hours
Discussion facilitation	Facilitating discussions or conversations in-house in order to acquire knowledge or increase understanding	Field notes where appropriate or key takeaways from the discussion.	FORMAL: If the discussion has been facilitated with a specific purpose in mind e.g. to glean better understanding of colleagues' feelings regarding how they are communicated with. INFORMAL: If the purpose is for team building, for example.	FORMAL: 2 hours INFORMAL: 1 hour	8 hours
In-company training	In-company training	Written confirmation from your employer that the course took place. Any reflections on the outcome of the in-company training course.	FORMAL: If you have attended the event with a specific purpose in mind e.g. to meet a specified learning and development need.	½ half day – 3 hours 1 day – 6 hours 2 days - 12 hours 3 days – 18 hours 4 days – 24 hours	
In-company projects/development	Course or project work or company specific projects.	Written confirmation from your employer that the project took place. Any reflections on the outcome of the in-company development.	PROJECT WORK INFORMAL: This involves activity which does not have stated learning objectives and supporting activity and assessments designed to reinforce these.	Working on all or part of a project – minimum 1 hr – maximum 7 hrs	10 hours
Reading	Sector related publications	This category does not require	FORMAL: Journal article, book,	Formal: 2 hours	7 hours

	(offline and online), bulletins/regular updates, guides, journals, books, and relevant discussions via social media.	evidence unless you wish to claim it as Formal CPD activity. In which case, please provide details of the learning outcomes or research reasons for undertaking this reading or use of other media.	textbook with a specific purpose in mind INFORMAL: Sector related publications, guides and social media discussions	Informal: 1 hour	
Mentoring	Receiving formal instruction, guidance and support from a designated mentor	Written confirmation from an employer (if applicable) or the mentor. Any reflections on the outcomes of your mentoring work in relation to your learning and development needs.	FORMAL: This involves activity which: has stated learning outcomes, activity designed to address these or an identified learning need	1 hour per session	12 hours
Listening to podcasts	Listening to an internal communication related podcast or podcast content which relates to specific objectives	This category does not require evidence unless you wish to claim it as Formal CPD activity. In which case, please provide details of the learning outcomes or research reasons for listening to the specific podcast.	FORMAL: This involves activity which: has stated learning outcomes, activity designed to address these or an identified learning need. INFORMAL: This activity does not have stated learning outcomes.	Formal: 2 hours Informal: 1 hour	8 hours
Imparting Knowledge					
Authorship of books, papers, journals, research reports, articles or blogs	Writing articles, reports, books, guidance and supporting documentation, which are published for use of others.	Copies of the items you've written and details of the publications they appeared in or who they were distributed to.	FORMAL: This involves activity which has stated learning outcomes, activity designed to address these; and some form of assessment or reflection.	Articles: Per item – 4 hrs Writing papers or journals (which are peer reviewed) – 16 hrs Writing book – 32 hrs	32 hours
Training of	Speaker/Convenor/chair at a	Copies of the course outline,	FORMAL: The preparation for the	Formal: 6 hours per course	15 hours

others	sector training course, conference or other learning event	<p>learning objectives or learning outcomes, marketing literature for the event showing you as a speaker.</p> <p>Any reflection on the outcomes of your training work in relation to your own learning and development needs</p>	<p>training would be formal. For example updating your knowledge on the subjects you are delivering training in; attending course on developing training skills</p> <p>INFORMAL: Delivery of the course or speaker session to impart knowledge</p>	Informal: 3 hours per delivery	
Mentoring	Providing instruction, guidance and support	Written confirmation from an employer (if applicable) or the mentee. Any reflections on the outcomes of your mentoring work in relation to your learning and development needs.	INFORMAL: Unless the mentor can identify specific learning they have had to undertake in their role.	Up to 10 hours	10 hours
Awards	Submission of a shortlisted IoIC or Industry Award	Copy of the Awards Entry and accompanying statement of individual contribution to the award.	INFORMAL	4 hours	8 hours
Producing a podcast	The end to end production of an internal communication related podcast	A link to the podcast episodes for which hours are being claimed	<p>FORMAL: Formal hours can be claimed if the podcast production meets specific learning outcomes or objectives</p> <p>INFORMAL: This activity does not have stated learning outcomes.</p>	FORMAL: 6 hours per episode INFORMAL: 3 hours per episode	24 hours
Participating in a podcast	Taking part in an internal communication podcast i.e. being a podcast interviewee	A link to the podcast episodes for which hours are being claimed	<p>FORMAL: Formal hours can be claimed if the podcast participation meets specific learning outcomes or objectives</p> <p>INFORMAL: This activity does not have stated learning outcomes.</p>	FORMAL: 4 hours per episode INFORMAL: 2 hours per episode	16 hours

Sharing findings following discussion facilitation	Completion of the IoIC's #WeMatterAtWork discussion template in order to share key findings and actions, where appropriate	Completed discussion template or blog/article post sharing key findings	INFORMAL	1 hour	8 hours
Contribution to the profession					
IoIC Regional Networks, IoIC Board, Committee/Steering Groups	Participation in meetings, boards or committees. Excludes attendance at social events.	Written confirmation of your participation by the organisers (if not IoIC), copies of meeting minutes	INFORMAL	1 hour per meeting	11 hours