

# Continuing Professional Development (CPD) Guidelines for the APMP Accreditation Program



**APMP**<sup>®</sup>

ASSOCIATION OF PROPOSAL MANAGEMENT PROFESSIONALS



# Table of Contents

WHY CPD? .....	3
WHAT IS CPD? .....	3
<i>The benefit to you</i> .....	3
<i>The benefit to your employer</i> .....	3
HOW MANY CEUS ARE NEEDED? .....	4
WHAT ACTIVITIES QUALIFY FOR CEUS? .....	5
<i>What does “Any Relevant Training” mean?</i> .....	6
<i>What does “Approved Training” mean?</i> .....	6
<i>How is training approved and what does it cost?</i> .....	6
WHAT SHOULD MY CPD RECORD LOOK LIKE?.....	7
HOW IS CPD MONITORED? .....	7

*All those gaining APMP Accreditation must show they maintain professional competence through continuing professional development.*

## Why CPD?

The APMP's mission is "to advance the arts, sciences, and technology of new business acquisition and to promote the professionalism of our members throughout the world".

The **Continuing Professional Development (CPD)** program, in support of the Accreditation Program, is a vital part of that mission. It ensures that those who hold APMP accreditation demonstrate ongoing commitment to professional growth and development, a criterion of all high-end professional organizations.

The APMP accreditation program will maintain and grow its standing worldwide. This is due in part to the APMP's commitment to maintaining and extending the best practice standards of its accredited members.

## What is CPD?

CPD is the means by which members of professional associations maintain, improve and broaden their knowledge and skills and develop the personal qualities required in their professional lives. CPD is demonstrated by the earning of **Continuing Education Units (CEUs)** by accredited individuals.

This can be achieved by obtaining and developing a wide range of knowledge, skills and experience, which are not normally acquired during initial training or routine work, and which together develop and maintain competence to practice.

The purpose of the APMP's CPD program is to:

- enhance the ongoing professional development of those accredited
- encourage and recognize individual learning opportunities
- offer a standardized and objective mechanism for attaining and recording professional development activities
- sustain the APMP as a globally recognized accreditation credential that meets international standards

## The benefit to you

APMP Accreditation will gain you credibility with employers, and provide you with a competitive edge over your peers, helping you to progress your career more effectively.

As a professional in the proposal management arena, APMP accreditation demonstrates ongoing commitment and competency to your clients.

## The benefit to your employer

Gaining APMP accreditation will contribute to better business performance. It is also a reassurance that you will be ethical, experienced and can demonstrate first class proposal management skills that provide your organization with an improved business advantage.

*Only the APMP can award Accreditation status to a proposal professional; this status is rapidly being recognized as the worldwide benchmark for highly skilled proposal professionals.*

## How Many CEUs are needed?

In order to satisfy CPD program requirements and maintain an active accreditation status, once you are accredited to any level, you must earn Continuing Education Units (CEUs) through carrying out activities that will improve and broaden your skills and personal development. As long as you are able to evidence that you have earned the right number of CEUs for your accreditation level, the APMP will continue to endorse your achievement. The table below shows how many CEUs are required at each accreditation level.

*CEUs are collected over a two-year timeframe. Each Accreditation level requires a different number of CEUs.*

Accreditation Level	Number of CEUs Required every 2 Years
<b>Foundation</b>	20
<b>Practitioner</b>	40
<b>Professional</b>	40

The CPD Program is being launched retrospectively and, therefore, there are a significant number of APMP members that have already become accredited in 2004, 2005 and 2006.

Those that have achieved any level of accreditation **prior to 1 January 2007** will be deemed to have achieved the necessary CEUs up to this date. For those individuals, the requirement to earn CEUs begins on 1 January 2007.

If you are accredited, at any level, after 1 January 2007, the two year period begins on the date you pass at that level, and ends on the second anniversary of the accreditation date.

If you achieve a higher level of accreditation within the two-year period, the requirement to earn the appropriate number of CEUs in a two-year period begins again.

## What activities qualify for CEUs?

The following table provides a list of activities that the APMP will currently recognize as qualifying for CEUs:

<b>Home based learning = 5 CEUs</b>	
Private study- structured reading on particular themes or topics. Use of audio, video or multi media resources Other distance learning material	Subjects studied should be relevant to a proposals environment, meet a specified purpose, and use knowledgeable resources.  <i>Individuals should write a short summary in not more than 350 words, to show the reason for the study, the benefit achieved from the study. The summary should conclude with the number of hours spent, and reference all material used.</i>
<b>Any Relevant Training = 5 CEUs</b>	
<b>Approved Training = 10 CEUs</b>	
Training courses attended, external or in-house, that relate to any aspect of the Business Development Process.  <i>Individuals should provide a brief summary about the course and the key learning points.</i>	
Workshops external or in-house that relate to any aspect of the Business Development Process.  <i>Individuals should provide a brief summary about the course and the key learning points.</i>	
<b>Preparation of material = 10 CEUs</b>	
Published Articles that relate to winning business. <i>Individuals should provide a copy of the Published Article and where and when the article was published</i>	
Presentations at Conferences – <i>Individuals should provide a copy of the presentation and where and when the presentation was made.</i>	
<b>Event Attendance = Various</b>	
APMP or other aligned professional Conferences	<b>10 CEUs</b>
Local APMP Chapter, or other aligned professional body meetings	<b>5 CEUs</b>
APMP or other aligned professional body seminars	<b>5 CEUs</b>
<i>Individuals should maintain a record card signed by a local or main board member as evidence of attendance</i>	
<b>Serve the Profession as a Volunteer for each full year (pro rata)</b>	
Main APMP Board Member	<b>20 CEUs</b>
Chapter APMP Board Member	<b>15 CEUs</b>
Volunteer to APMP Task Force or special committee	<b>15 CEUs</b>
<i>Individuals should maintain a record card signed by the local or main board CEO.</i>	

## **What does “Any Relevant Training” mean?**

The APMP recognize that continuing professional development will for many people mean training in any area of business development. Therefore any aspect of business development training with any training organization (internal or external) will qualify for 5 CEUs.

All candidates wishing to claim the CEUs will have to provide a written record to show the following:

- Name of training organization
- Name of course
- Date of training
- Summary of reason for attending training
- Summary of key learning points and benefit to delegate

## **What does “Approved Training” mean?**

Training Organizations that provide training in any aspect of business development may apply to the APMP to have their material approved as meeting the APMP best practice standards.

Once approved by the APMP the training organization will have the ability to advertise and market their courses as having APMP Approved and carrying 10 CEUs for those accredited by the APMP Accreditation Program.

All those wishing to claim the CEUs related to training will have to provide a written record that shows the following:

- Name of training organization
- Name of course
- Date of training
- Summary of reason for attending training
- Summary of key learning points and benefit to delegate

## **How is training approved and what does it cost?**

Organizations who wish to submit details of their training courses to the APMP for approval, should send the following:

- Training Materials, i.e. Manuals/PowerPoint materials etc.
- Trainer Notes
- Summary of why the course should be approved by the APMP

Training will be assessed by an APMP Assessor. The assessment will be charged on a time and materials basis, at an hourly rate that will be provided upon request.

Training materials should be sent to: Nicola Kelly, APM Group, Sword House, Totteridge Road, High Wycombe, Buckinghamshire, HP13 6DG, United Kingdom. Email: [nicola.kelly@apmgroup.co.uk](mailto:nicola.kelly@apmgroup.co.uk)

## What should my CPD record look like?

The APMP does not prescribe a form for CPD records, preferring to allow you the flexibility to devise a format that best meets your own needs. However, the record must be legible and well presented and include the following:

- a record of those activities that have helped improve competence and/or effectiveness
- an explanation of the benefit derived from each activity undertaken
- the date on which each activity was undertaken
- the nature of the activity (e.g. home-based reading, conference etc.)
- the number of hours attributable to each activity

## How is CPD Monitored?

Members are monitored on a two-yearly cycle on a random sample basis. When you receive a monitoring request don't panic, simply follow the instructions and respond accordingly. The Accreditation Steering Committee are here to help you and if you have any difficulties please e-mail them at [accreditation@apmp.org](mailto:accreditation@apmp.org).

Contact with the Team should always be by email (unless you are advised otherwise by the team). The team will endeavor to respond to any queries within 48 hours.

If you have any comments about the monitoring process please contact:

Nicola Kelly, APM Group, Sword House, Totteridge Road, High Wycombe, Buckinghamshire, HP13 6DG, United Kingdom.

Email: [nicola.kelly@apmgroup.co.uk](mailto:nicola.kelly@apmgroup.co.uk)