

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



APMP[®]

ASSOCIATION OF PROPOSAL MANAGEMENT PROFESSIONALS

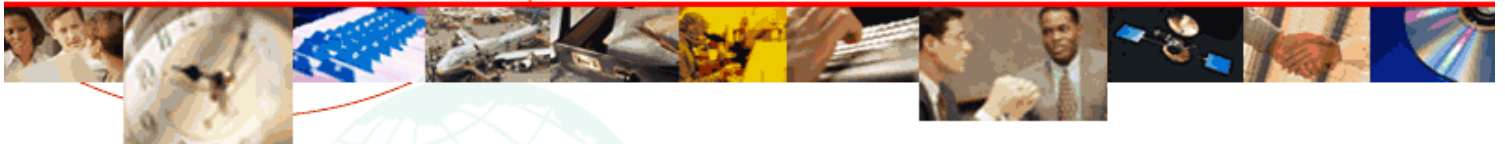


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All those gaining APMP Accreditation must show they maintain professional competence through continuing professional development.

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.

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.

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
Foundation	20
Practitioner	40
Professional	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:

Home based learning = 5 CEUs	
Private study- structured reading on particular themes or topics.	Subjects studied should be relevant to a proposals environment, meet a specified purpose, and use knowledgeable resources. <i>Individuals should summarize in not more than 350 words, the reason for study, key learning point and conclude with the number of hours spent, and reference material used.</i>
Use of audio, video or multi media resources	
Other distance learning material	
Training not approved by the APMP (minimum of 4 hours, may include multiple short courses) 3 CEU's	
E-learning, (minimum of 4 hours), not approved by the APMP 3 CEU's	
Training Approved by the APMP (minimum 4 Hours) 5 CEU's	
Training Approved by the APMP (1 day) 8 CEU's	
Training Approved by the APMP (2 days or more) 10 CEU's	
e-learning (minimum of 4 hours) approved by the APMP (decided during assessment) up to 10 CEU's	
Training, workshops, seminars, or courses by external (commercial or educational organizations) or internal (company training) resources, attended that relate to any aspect of the Business Development Process. <i>Individuals should write a summary in not more than 350 words, describing the key learning points..</i>	
Preparation of material = up to 20 CEU's	
Articles - Published Articles that relate to any aspect of Business Development.	3 CEU's
Journals or newsletters for a professional organization (the APMP "Journal" and "Perspective" and APMP chapter newsletters). <i>Individuals should provide a copy of the Published Article and where and when the article was published</i>	
Website Material and Blog Moderation	
Contributions to professional organizations, commercial companies and non-profit organization web site material and articles (including moderation of professional blogs for a continuous period in excess of 3 months. A professional blog is defined as a blog relating to business development. 5 CEU's	
<i>Individuals should provide a copy of the Published website article or details of length of time acting as a moderator to a professional blog.</i>	
Presentations at Conferences	
Presentation at a professional organization or commercial company or not for profit organization conference, symposia, seminar, meeting, lecture, or workshop. 10 CEU's	
<i>Individuals should provide a copy of the presentation and where and when the presentation was made.</i>	
Published Books that are publicly available for topics related to Business Development 20 CEU's	
<i>Individuals should provide details of the Book name, the Publisher and date of publications</i>	
Revisions to previously Published Books 10 CEU's	
<i>Individuals should provide details of the revisions made, and the date the revisions were published</i>	

Event Attendance = Various	
Full-day (or more) conference, symposia, seminar, meeting conducted by a Professional Organisation or commercial/not for profit organisation	10 CEUs
Less than a full-day conference, symposia, seminar, meeting conducted by a Professional Organisation or commercial/not for profit organisation	5 CEUs
Local APMP Chapter, or other Business Development professional body meeting	5 CEUs
<i>Individuals should maintain a record card signed by a local or main board member as evidence of attendance</i>	
<i>Note* Those individuals who attend a full event and are speakers at that event will qualify to claim both Event Attendance and Preparation of Materials CEUs.</i>	
Serve the Profession as a Volunteer for each full year (pro rata)	
Main APMP Board Member	20 CEUs
Local Chapter APMP Board Member	15 CEUs
Volunteer to APMP Task Force or special committee	15 CEUs
<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 3 CEUs subject to the course or courses providing a minimum of 4 hours training..

All candidates wishing to claim CEUs for Continuing Professional Development activities 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, or commercial organizations with internal training programs, may apply to the APMP to have their material approved as meeting the APMP best practice standards. The content of the course may cover any number of the individual competency topics defined in the APMP Accreditation Program Syllabus, as well as any area of business development

Once the course material is approved by the APMP, the training organization or commercial organization may advertise and market their course(s) as being approved by the APMP and carrying 5, 8 or 10 CEU credits, depending on the outcome of the assessment. This approval process is designed to confirm that

the course/workshop provides members with continuous development through skills transfer.

Only Approved Training Organizations (ATO's) are able to deliver the Approved training for those individuals who wish to take the Foundation Examination. This training is delivered under licence by the APMP by Approved Training Organizations.

All individuals 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 for organizations wishing to deliver courses that cover part of the APMP Syllabus

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 charges are detailed in the published Standards and Guidelines for Approving Training. And can be available on request from accreditation@apmp.org or can be downloaded from www.apmp.org.

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

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 basis. The International Standard for monitoring requires that the random testing of evidence should cover more than 60% of members who have achieved accreditation at each level.

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.

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