

The CPD Handbook  
Continuous Professional Development (CPD)

These standards and guidelines are set to enable you to successfully develop your career as an Image Professionals within FIPI.

Welcome to our new, simplified framework for Continuous Professional Development (CPD) within FIPI, which has been developed in response to feedback from members, and our on going commitment to continuously improve and develop as a professional body.

This 2016 framework is designed to:

* help members develop their skills, knowledge and experience as image professionals, and
* reassure clients that FIPI members provide a level of quality, professional service worth investing in.

Put simply, this framework aims to encourage members to be active, lifelong learners, taking responsibility for their own personal development within our supportive, professional community.

The CPD framework applies to all members, except Friends of FIPI and retired members. It is simple and achievable for all and applies to both UK and international members.

This CPD framework was published by the Board of FIPI in July 2016 and applies to all current and future members. It replaces all previous CPD guidance. It will continue to be developed over time.

INTRODUCTION

Members demonstrate their commitment to CPD by meeting the following three standards each year, and submitting a simple Annual CPD Form when renewing their annual membership. Maintaining these standards is a condition of maintaining your membership.

# Commitment to continuous development through FIPI education, practice and community standards.

There are three separate CPD standards to meet each year:

1. **CPD educational standard** – undertake a minimum of 2 learning activities to help you develop your image skills and career,

2. **CPD practice standards** - spend a minimum of 60 hours (paid work or voluntary) working as an image professional, and

3. **CPD community standards** – participate in a minimum of 2 activities which support and grow FIPI.

**These are very much minimum standards. The more you put into your development, the more you and your business will get out of it. And the more we all get involved in FIPI, the better it will be.**

## 1. CPD educational standards

We all work in different contexts and have different needs, so you are the one best placed to decide what learning you need to undertake to continue to develop and progress as an image professional.

However, we also encourage you to discuss your development needs and plans with other members and share good ideas and practice through regional groups, networking and our social media platforms. The Board will also encourage this through our FIPI website, newsletters, events and webinars.

**To meet the CPD educational standard, you need to :**

* **Undertake at least 2 new learning activities relevant to your practice during the year prior to your membership renewal**.
* Choose subjects that are relevant to your image career and business needs. (Appendix 1 includes examples of learning activities members could undertake to achieve this standard.)
* Document the learning activities and reflect upon the ways in which they have informed and influenced your practice as an image professional. You are free to keep your learning activity records and evidence of learning in whatever format you wish. We encourage you to keep your notes and records simple and easy and put most effort into *using* your new learning and *improving* your skills and knowledge.

**2. CPD practice standards**

The aim of this standard is to ensure that everyone renewing their membership has undertaken a minimum amount of practice as an image professional, helping to ensure credibility and experience of the profession to the public and fellow professionals.

**To meet the CPD practice standard, you need to:**

* **have practiced in some capacity as an Image Professional for a min of 60 hours (or equivalent of 10 x 6 hour days) during the year prior to your membership renewal.**

The standard can be met by members using their image skills:

**In paid work** (For example, working with clients, in retail, for a sponsoring body, with a fashion designer, within the corporate field, self employed.)

or,

**In unpaid work** (For example, offering their services on a voluntary basis, e.g. for a charity such as "Dress for Success, U3A etc.)

**3. CPD community standards**

We want FIPI to be an active community of image professionals who network, support one another, volunteer and share ideas.

So part of your annual CPD includes active involvement in the FIPI community.

We want this to be something which is easily achieved and possible for all members right across the world, and have developed an extensive list of activities which can be included. Many of these are no cost and do not require face to face meetings.

**To meet the CPD community standard, you need to:**

* **participate in a minimum of two activities a year which support and grow our image community. A list of eligible activities is set out below.**

**This is very much a minimum level and we hope that each member will become far more involved in our community as they benefit from, and enjoy their involvement.**

**List of eligible CPD community standard activities:**   
(all qualify as 1 community activity for CPD purposes.)

* Achievement of each unit of the Masters award
* Attendance at FIPI Annual Conference
* Attendance at a FIPI UK Regional Meeting or FIPI International Group Meeting
* Attendance at a FIPI National or International Event i.e. Spring Seminar
* Leading a FIPI UK Regional or International Meeting
* Delivery of a FIPI approved Workshop or Seminar
* FIPI Conference/Event Speaker
* Delivery of a FIPI Webinar (UK or International)
* Participation in a FIPI Webinar
* Producing an article, blog post or contribution (e.g. photographs of you working as an image professional) for the website or newsletter
* Submit materials, forms, presentations or anything else which has been useful to you within our FIPI community via the website, social media or meetings
* Regularly contribute posts to our social media platforms (Facebook, Twitter, Linkedin)

We also recognize the major contribution our members make through serving FIPI in a voluntary capacity. This includes:: 

* Award assessor:
* Board member
* Work on behalf of the Board of Directors including Steering Groups and administrative tasks i.e. research, compilation of results, questionnaires.

(Each meeting or substantive piece of work will represents 1 CPD community activity.)

*This list will continue to be developed over time, and further suggestions are welcomed.*

All members are strongly encouraged to progress into achieving the FIPI awards such as the prestigious Masters award. This will give further credibility to your image career. While on these study programmes you will easily meet the criteria for your CPD.

**Opportunity to progress towards achieving FIPI AWARDS**

The system for collecting evidence of completed CPD standards by FIPI is based on one which honors the trust and value of the member’s professionalism rather than a “policing” system.

**Central monitoring system and auditing process**

**Arrangements for CPD monitoring:**

1. When you renew your membership with FIPI, you will be asked to provide a signed Annual CPD Form (see Appendix 1) briefly summarizing how you have met the CPD standards in the previous year, and areas for CPD identified for the coming year. Providing the form is part of renewing your membership.
2. The Annual CPD Forms will help FIPI make future decisions on providing development activities and training such as webinars, topics at conferences etc.
3. Periodically, a small sample of members will be contacted by telephone or email to discuss their CPD activities in more detail and how they have met each of the three CPD standards– so please make sure that you keep adequate records and evidence. The emphasis of this follow-up will be on, how are you benefitting from the CPD process, and receiving your feedback.
4. Special Circumstances of membership renewal:  
   In special circumstances, such as long-term illness or bereavement, members may find themselves in a situation where they cannot meet the FIPI criteria. Each case will be dealt with sympathetically, taking into account previous year’s CPD activities.

**Appendix 1 - Examples of CPD Learning Activities**

(Please note these are only to give you a flavor of possible learning opportunities)

1. Observing another Image professional - e.g. observing a fellow Image Professional carry out a demonstration on make-up at a make-up counter. Learning a new technique and trying it on a client with excellent results. So much so that you run a workshop for your client using the same techniques and boost your income and client satisfaction.2. Attending an organised demonstration on the use of accessories using a client and learning from it. Lead onto running own on-line program on the “Use and wonders of Accessories”. Resulted in 4 new clients for their personal image.   
  
3. Picked up a leaflet on Dress for Success and took it home and read about it. Later I organised being a collection point for the Charity to help support Woman getting back into work. Did 4 deliveries to the organisation. During one delivery worked with a lady who was going for an interview. The lady said being able to wear the right clothes helped her feel more confident to go for the interview.

4. Attended a U3A course called “Learn to Sew”. I have now started taking in mending and clothing alterations. I look forward to growing this little business.   
  
5. Teach on the Foundation course for Image Consultants and need to keep up to date with developments in the field of fashion. I regularly read the relevant journals. In this instance I read an article on Body Image and the psychological effect this has on the models and the young people in our society who follow this lead. Since reading the article I have started campaigning for real size woman in fashion.   
  
6. I recently attended a workshop run by FIPI titled “Learning styles Analysis”. Since attending this course I have stated adjusting my style of teaching to suit my students learning needs and also have added into my curriculum the importance of understanding your clients learning needs during a consultation.  
  
7. Attended the Annual Conference and listened to the speaker talk about Corporate Image Consultancy. Attended a course and have now started to work in this field. 8. I recently decided to attend a networking event put on by FIPI. It was an informal occasion. Inevitably we talked about work and I found out about the use of “Pinterest which the consultants use for helping clients find their personal style. I have now added it as a new tool to my programme and I have found I am getting to the core areas of my client needs much easier.