PRCA Continuous Professional Development Programme– User Framework

About PRCA CPD

CPD, or Continuous Professional Development, is the process by which practitioners build skills and deepen knowledge. It is a structured way of continuously reviewing competencies; seeking out best practice; acquiring new tools, techniques and theories; and sharing knowledge.

Why choose PRCA CPD?

- PRCA CPD is open to all, whether you are a member or not; is free to participate in and has development options for every budget and career level.
- The PRCA's training can be used to contribute to the CPD programme along with our events. These activities are constantly updated to ensure they do not become out-dated or obsolete, so we are at the forefront of the industry.
- We recognise that the PRCA does not have a monopoly on excellent training, events, or other career development opportunities. Therefore, the PRCA CPD Programme is open to all employers, all membership bodes, all training providers, and all other institutions that operate within our industry. We hope that all providers of quality CPD activities will sign up.
- Upon completion you will be provided both a certificate and a logo, for use in email sign-offs, business cards, and other materials. Your achievement will also be noted in PRCA communications.

Gaining Points

You will have until the 30th September each year to achieve **160** points to successfully complete the programme. **Points can NOT be carried over to following years, which begin 01/10.**
A maximum of 40 points each can logged on the following activities:

- Events
- Reading, writing and reviewing
- Presenting
- Committee or Group work
- Mentoring

This is to encourage users to develop a broad portfolio of CPD activities, focused on maximising development outcomes. There is no limit for 'Training' events/activities. 10 points must also be obtained through a PR/Communications ethics event or training (face to face or webinar) (such as the PRCA 'Ethics in PR and Communications' course).

How many points?

The table below uses PRCA events/activities as an example. Our CPD Programme also includes events/activities organised by our CPD Partner organisations.

Event/Activity	40 Points (full day)	20 Points (half day)	15 Points (short event)	10 Points short activity)
Training	Full-day PRCA Course or Virtual Classroom Bespoke Internal Training Session	Half-day PRCA PRCA or Virtual Classroom	Lunch & Learn	PRCA Webinar
Events	PRCA National Conference	PRCA Half Day Conference	PRCA Campaign Masterclass PRCA Group event	***Any networking events*** Member Drinks
Reading and/or Reviewing	Books *(Publication title needed)*	Short Publications *(Publication title needed)*		Blogs *(Publication title needed)*
Presenting	Preparing and Delivering a Pitch	Preparing and Delivering a Speech or Lecture	Preparing and Delivering an Internal Presentation	
Committee Work and Volunteering	PRCA Group Chair/Vice-Chair PRCA PR Council Member Similar roles in other councils	Entering or Judging any PR and Communications Award	Taking Part in Team Volunteering Work	Taking Part as a Mentor or Mentee in a Mentoring Program *(max. 4 mentoring sessions can be logged per cycle)*

Backdating events

You unfortunately won't be able to backdate events earlier that the 1st October. However, once you log in, you will automatically have the option to add activities from that date.

Who to contact

If you need any help, please contact us at cpd@prca.org.uk. Alternatively, you can use the help request form on the CPD website.