RIAI CPD NETWORK - THE BENEFITS AND FREQUENTLY ASKED QUESTIONS

What is the RIAI CPD Network?
An RIAI CPD Network Provider is a commercial company operating in the construction industry, providing a quality CPD presentation for an architectural audience, within a designated time frame. A CPD network presentation is not a sales pitch or product promotion. A CPD presentation provides relevant information to Architects and Architectural Technologists practising in Ireland, which is interesting, technical and topical, with clear learning outcomes. A CPD Network Provider is recognised by RIAI members as having achieved the high standard set via the panel assessment process.

What are the benefits of becoming an RIAI CPD Network Provider?
The commercial company has the opportunity to demonstrate in-depth knowledge and expertise of the subject area via an RIAI CPD Network presentation. This marketing tool helps the company to build trust and relationships within their architectural market.

Points Explained
It is mandatory for Architects and Architectural Technologists to achieve 40 CPD points on an annual basis (20 of which must be structured points). One way to do this, is by attending a number of presentations that are CPD Network approved. A one hour CPD equals one structured point.

The RIAI Website and Members News e-Bulletin
Your CPD presentation will be listed on the RIAI Website (http://www.riai.ie/cpd/network-providers/) with details and a link direct to your company website. Promotional support will be provided by the RIAI to inform over 3,000 members of CPD Network Provider events and new listings.

The RIAI CPD Network Logo
An RIAI CPD Network Logo can be used in relation to the approved CPD and is a mark of approval from the RIAI, assuring members that standards have been met. This logo should only appear on your presentation and material relating to your RIAI approved CPD. It can also appear on your company website in relation to your RIAI approved CPD. Please request further information on guidelines for using the RIAI CPD Network Logo.
SOME FREQUENTLY ASKED QUESTIONS

Q: Now that we have received approval and our CPD is featured on the RIAI website, what are the next steps? Can the RIAI provide us with a list of members?
A: You are now ready to offer your approved CPD to interested audiences. The RIAI cannot provide you with names and contact details of our members however as a CPD Network Provider, being listed on the RIAI website and featured in the Members’ News e-Bulletin provides a direct route to RIAI members. The RIAI CPD Network Logo is well recognised and requested by members. The RIAI encourage members to support RIAI CPD Network Providers by requesting this mark of approval when seeking CPD.

Q: How can a member subscribe to our CPD seminar?
A. It depends: You may be invited by an architectural practice to deliver a CPD or asked by members to organise a CPD event in a particular region. It is quite common for architectural practices to organise monthly CPD delivered at their place of work, often in the lunch and learn format. How much you wish to promote your RIAI CPD Network approval and how often you wish to deliver it is a marketing decision for your company.

Q. How will we be advised on the subscriptions to our CPD presentation?
A. An architectural practice or individual may contact you directly, however it is highly recommended that you also target specific audiences - architectural practices, individuals or public authorities, depending on your own marketing goals.

Q. Do we have the latitude to decide on the places/venues where the presentation will take place or do we have to follow recommendations?
A. This approved CPD presentation is your marketing tool. There is no obligation to deliver the CPD unless it suits your marketing objectives. You may decide that to book a central location in Dublin (such as RIAI head office), or a Regional Hotel, or that you only wish to target specific architectural practices on a weekly or monthly basis.

Q. How many participants should we expect per seminar?
A. The number attending will often depend on the marketing effort put in to the promotion of a CPD event, and the level of interest created in the particular topic. If the CPD is being delivered at an architectural practice it will depend on the size of that practice and how the message is communicated internally with regard to the CPD event.

Q. Are there better times than others during the year to offer our presentation?
A. This depends on demand. If you have been requested to deliver a CPD, then the practice will facilitate you whatever the time of year. The RIAI CPD cycle runs from the start of December to the end of November so you may find that members are actively seeking CPD presentations towards the end of the cycle. There are natural busy times such as Christmas or Holiday periods that perhaps are not as good for maximum benefit/exposure to the CPD provider.
Q. Can the provider charge fees for RIAI CPD?
A. The RIAI CPD Network Provider cannot charge for providing a CPD presentation approved under the RIAI CPD Network and containing the RIAI CPD Network Logo. Although the presentation is generic and educational, it is fundamentally presented by the provider as a marketing tool, which has the power to develop relationships, build credibility and generate business. The CPD Network Provider is not obliged to provide the service to practices if it feels do not suit their target audience/market, as companies/providers are understandably limited by company size and resources. The approved RIAI CPD can be a way to introduce yourself in a one hour presentation that could generate useful contacts and lead to potential new projects. You have an opportunity to impress your audience and improve/increase visibility and credibility through word of mouth etc. We recommend taking a broader approach and accepting, although there are short term costs involved, the ultimate potential for future business is there.

Q. We have been asked to deliver a CPD in a very remote location from our HQ. Are we obliged to provide this service if it is requested by an RIAI member.
A. If you are getting requests from companies that you feel are not going to give you a return in the long term - then that would be your prerogative to make a booking or not. It may be that you will suggest a location and date that would suit your business while at the same time maintaining good relations. For example, if you have regional requests you could say that you will be organizing an event in the area later in the year, or that you don't have anyone working in that area at the present time, or you have no availability currently. Other providers specify minimum numbers required - for example a minimum of 5 Architects must be in attendance. The RIAI Council Rooms are available to rent, and can cater for up to 60 people, and as this is a familiar location for Architects it can be a successful venue. In the case of these external events the RIAI can assist with promotion of same, via our website news and the RIAI e-news bulletin to members.

Q. What are our obligations post CPD? Certificates of Attendance
A. The CPD Network Officer will supply you with suggestions for evaluation of your presentation. You are also asked to provide the attendee with a ‘Certificate of Attendance’. One hour of CPD is equal to one structured point. Members (Architects and Architectural Technologists) are required to achieve a total of 40 points (including a minimum of 20 structured) during the year. Members are required to provide evidence of same, therefore Certificates of attendance should be issued (usually by email in pdf format) with a minimum of the following information:

- the title of the CPD
- name of attendee
- date the CPD was delivered
- Stating one structured point (per hour of approved CPD)
- RIAI CPD Network Logo
For this purpose, at the beginning of each CPD seminar, it is ideal for you the CPD Provider, to gather a list of attendees' full names and email addresses and company name, for example, on a registration form. Your own company logo can of course feature on the Certificate. It is recommended that these Certificates are issued to RIAI members within 2-4 weeks of delivering a CPD.

**Q. Can we send our Certificates by post?**  
A. It is recommended that Certificates are created as PDF attachments and forwarded to the CPD Coordinator in the practice or to the individuals that attended. The reason for this is RIAI Members will upload digitally their evidence in order to claim structured points. From time to time a printed version may be requested but this is uncommon.

**Q. Are we obliged to send in to the RIAI a list of attendees and evaluations following CPD?**  
A. Evaluation is recommended to gather information and feedback from your audience and perhaps to help identify further areas for future CPD.

**Q. When will we hear from the RIAI and are there regulations in place to control the standard of approved RIAI CPD?**  
A. A primary contact name will be added to our communications list. Periodically the RIAI will communicate with CPD Network Providers, directly by e-News, about recent developments or current topics of interest. Regulation is carried out ‘randomly’ and new measures are currently being put in place for this purpose. Procedures for modifications to approved CPD and validity of a CPD after 5 years will be communicated over the coming months.

**Q. Once approved are there any additional charges?**  
A. Further details with regard to annual renewal fees and revision fees are available from the CPD Network Officer.

For answers to any queries about your CPD or to provide the RIAI with feedback from your experience, please do not hesitate to contact the RIAI CPD Network Officer, Olive Garde, ogarde@riai.ie.