



BIID CPD Providers Directory Handbook

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1. Overview of the Institute

The British Institute of Interior Design is the pre-eminent professional organisation for interior designers in the UK. Our growing national and international membership represents both the commercial and residential sectors, from heritage to cutting edge. In addition to rigorous entry requirements which assess training, experience and professionalism, we require our members to continue their professional development throughout their career to ensure their continued expertise in design process, practice and regulatory matters. The British Institute of Interior Design is the only professional organisation for interior designers which has been granted the prestigious and rare accolade of Institute status by the Minister of State as the pre-eminent body in its field.

The organisation was founded in 1965 as the Interior Decorators and Designers Association (IDDA). In 2001, the IDDA was amalgamated with the globally recognised International Interior Design Association UK Chapter (IIDA), to form the British Interior Design Association (BIDA). The Secretary of State recognised the BIDA as the pre-eminent body in the field in 2009 and granted Institute status so it became the British Institute of Interior Design.

On the national stage we are full members of the Construction Industry Council and as a result are now part of Government consultations to advise on new policy and legislation. Internationally we are full members of the International Federation of Interior Architects and Designers

2. What is CPD?

CPD is an acronym for Continuing Professional Development. It is the way by which professionals maintain and update their knowledge and skills after qualification. BIID Members are required to accrue a minimum of 20 CPD hours each year, which are recorded by the BIID to demonstrate their commitment to furthering their knowledge and competence in the industry.

Development:

A commitment to a CPD programme helps to ensure that members of the Institute are keeping up to date with the latest developments in a rapidly changing industry. CPD provides an opportunity to update personal and professional skills, a platform to engage with experts in the industry and a forum for the exchange of ideas and best practice.

Although the BIID runs its own CPD events throughout the year we are not able to provide CPD Events on all topics that may be of interest to the membership. The CPD Providers Directory has been developed to give suppliers an opportunity to further develop our members' expertise in the industry.

Neutrality:

The goal of CPD is to offer non-commercial educational learning and it is a critical requirement for the CPD provider that lectures and visits are not be a sales or marketing pitch. The content of a CPD should not include trade names or brand names, except at the beginning where a CPD provider can include a short introduction to their company products or services.



3. The BIID CPD Providers Directory

The BIID CPD Providers Directory offers interior designers' access to BIID approved, high quality specialist CPD material. The BIID CPD Providers Directory consists only of CPDs that have been rigorously assessed to meet our standards.

The majority of CPD Provider events are provided to designers free of charge in either the CPD Provider's showroom or in a Member's office or studio. As a provider, you may wish to charge for these events but bear in mind that this may limit attendance.

Types of CPD:

There is no set format that a CPD must take and the following list includes some of the common types of CPD event:

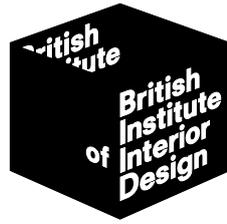
- Workshop or factory tour
- Lecture or seminar
- Exhibitions
- Structured courses
- Webinars

4. Benefits and Promotion

As the professional body for the industry, the BIID is highly respected and designers look for this assurance when choosing CPDs. It also increases your exposure; listing on the BIID website directs more traffic to your organisation, and if you are already an Industry Partner you have the opportunity to double your exposure on the BIID website through the CPD Providers Directory.

The BIID is committed to promoting its approved CPD Providers and their CPD events to our membership and beyond. Promotion includes:

- Listing in the online BIID CPD Providers Directory of your company and approved CPDs accessible to members and non-members.
- Listing of your events on the BIID online events calendar. You may list up to one event per calendar month.
- Promotion in the BIID E-newsletter, sent out bi-monthly, which includes official BIID events and events offered by our partner organisations. This e-newsletter can also be used to promote specific events held by BIID CPD Providers. Inclusion of these events is entirely at the discretion of the BIID and includes promotion of up to 2 events per membership year (1st April to 31st March).
- Promotion on BIID's Social media: the BIID has a presence on LinkedIn, Twitter and Facebook. BIID CPD Providers events that are promoted via the BIID Events Update E-newsletter will also be promoted across these platforms. We will also use these platforms to promote the CPD Providers Directory as a whole.
- For non-members: Option to upgrade to Industry Partner membership subject to our terms and conditions.
- For Industry Partners: You may become a CPD provider at no further cost, doubling your exposure on the BIID website.
- Use of the BIID CPD Provider Logo for your marketing materials. This can be used on your website, in exhibitions, and letterheads and is a well-recognised symbol of quality and credibility in the industry.



**CPD
PROVIDER**

Upon becoming a CPD Provider you will be sent the guidelines for usage of the logo.

5. **How to apply**

Approval – Live CPD

To become a listed CPD Provider, you will first need approval by the BIID. To gain this approval and have your CPD listed you must go through the BIID assessment process to ensure that your CPD meets our high educational standards. To start this process, you will need to fill out the application form and send it to the BIID office. Once your application form has been received, you will be asked to submit your presentation and additional notes/script to the office, after this a date will be set for your assessment. An assessment date will not be set until the presentation has been received.

If your live CPD is already approved by RIBA or ASID you will be able to be listed in the BIID CPD Providers Directory as soon as we have received payment for your CPD Provider subscription. If your CPD has this approval, simply tell us on the application form and provide us with a jpeg of your company logo and a photo to illustrate for use on the online CPD Providers Directory. If you are an existing BIID Industry Partner, the fee will be waived.

6. **Online CPD**

In addition to opportunities to offer CPD sessions or visits to interior designers, BIID recognises that for many designers, physically attending CPD sessions may be difficult for a variety of reasons e.g. work commitments or the fact that they live a significant distance from the CPD sessions offered. Consequently, the BIID has developed The BIID Knowledge Hub in order to enable a larger proportion of our membership to enjoy and participate in CPD at a time and place to suit them.

To become an **online CPD Provider**, please contact Hayley McLennan, Learning & Events executive on 0207 628 0255 or Hayley.mclennan@biid.org.uk



7. Assessment of a lecture or a seminar

1) Application

Submit your application to the BIID. If your CPD is already RIBA or ASID approved you will not need to be assessed.

2) Assessment

You will be invited to attend a CPD assessment panel session. You will present your CPD material to a panel of 5-8 interior designer members at the BIID office.

If you have any digital presentation aids, e.g. PowerPoint or video, you must send it to info@biid.org.uk via DropBox or WeTransfer in advance in order for the team to check for any technical faults or edits that need to be made to ensure the smooth running of your presentation. Your assessment date will then be set according to availability.

3) Approval

After your presentation, the panel members will give individual and group feedback to the BIID office and complete the score sheet. You will be notified within three working days of your assessment whether your CPD has been approved.

8. Assessment of a workshop or factory tour

1) Application

Submit your application to the BIID. If your CPD is already RIBA or ASID approved you will not need to be assessed.

2) Assessment

A date and time will be arranged with the BIID office for you to give your workshop or factory tour. The BIID office will arrange for 2-5 BIID interior designer members to attend the tour, please allow 8 weeks in advance for this to be organised.

3) Approval

After the tour the panel members will give individual and group feedback to the BIID office and complete the score sheet. You will be notified within three working days of your assessment whether your CPD has been approved.

9. Assessment Criteria

For traditional CPD content including seminars and workshops, your CPD will be marked out of 100, with a passing score of 70. Please note that online CPD is assessed according to different criteria, although Professionalism, Educational Content and Neutrality remain key.

You will be assessed according to the following criteria:

Criteria	Points Awarded
Presentation skills and professionalism of the speaker	20
Educational content of the lecture/event	50
Ability to respond to questions from the audience	10
Neutrality – CPD Providers are required to provide unbiased CPDs. Overt commercialism and sales pitches will not be accepted.	10
Supplementary materials provided (e.g. brochure, specification guide, copy of presentation, samples)	10
	100

Notes:

- The **minimum** amount of time a presentation can be to qualify for CPD hours is 45 minutes.
- The **maximum** time allotment per presentation to the assessors is one hour, although you may wish to reduce this time to allow for Q&As.
- You will have the use of a 46 inch plasma screen and a large table should you wish to bring any additional resources as part of your presentation.
- The CPD Providers directory is a means of education for our members, not for the promotion of products and services. Your presentation should outline your company in a maximum of one slide at the beginning and end of your presentation, with the rest of the content of an educational nature. You may not include your company's logo on each slide.
- The minimum time for a workshop/factory tour is 1 hour. There is no maximum.

CPD Content can vary significantly, and there is no set format it must take. However, all CPD seminars will deliver the following:

- Educational value over commercialism
- Improvement in the practices of our interior designer members
- Guidance on the usage of your product or service

BIID CPD Providers work to a high and industry-recognised standard. CPD material should include the following:

- An accurate title and content description in the directory
- An outline of the company, e.g. history, goals, reach
- An outline of the learning aims and outcomes of the seminar/event

Suggestions for a successful presentation include:

- Keep your presentation concise
- Readable type and fonts
- Limit the amount of information on each slide
- Bullet point your main ideas – don't simply read from your slides
- Good quality graphics, including photographs, diagrams and examples.
- Video clips are an excellent resource if you cannot fully demonstrate your product in the office.

- Use handouts effectively – a print out of your PowerPoint can be effective for notetaking, but a handout with new or different information to your presentation can be distracting.

Providing high quality educational material:

- Begin and end your CPD material with learning aims and outcomes. Your audience will come away with a clear understanding of what they have learned and will remember your presentation.
- Learning aims give your audience an understanding of what they should expect to learn from your CPD.
- Learning outcomes let your audience know what they should understand after the CPD, allowing for a progression into a Q&A session.
- An understanding of your CPD's content and purpose will help you and the BIID to market your CPD to interior designers and other specifiers.
- Think about how your audience will use your product or service. What are the current regulations and standards surrounding it?
- Think about the kind of questions your audience's clients will ask: How will they maintain your product, how long does it last, sustainability and accessibility issues, etc.

10. Approval

Once your presentation or tour has been approved, you will be sent an invoice for your CPD Provider Listing, if you are not already a BIID Industry Partner, in which case it is free of charge. Once this invoice has been paid in full your company and your CPD will be listed on the BIID CPD Providers Directory. You are also able to list events featuring your approved CPD on the BIID Events page.

11. Frequently Asked Questions

Q. How much does it cost to become a CPD Provider?

A. Annual fees for CPD Providers are £350+VAT. There is no fee for BIID Industry Partners.

Q. How long does it take to become a CPD Provider?

A. If your CPD is already approved by RIBA or ASID, you be listed as soon as your application has been processed and payment has been received. Normal approval time after assessment is three working days.

Q. How can I market my CPD to BIID Members?

A. Your company and approved CPDs will appear on the BIID CPD Providers Directory online. There will be several opportunities for your CPD to be featured in the BIID Newsletter.

Q. Can I become a BIID CPD Provider if I am based overseas?

A. We welcome overseas CPD Providers. If you are based abroad, please specify on the application form and we will arrange for your assessment to take place via video link.

Q. How do I access the application form?

A. The application form is available as an online form which is to be completed and sent back to the BIID office electronically. To access this form please visit our [website](#).