



BIID

HOW TO BECOME A CPD PROVIDER



Overview:

CPD stands for Continuing Professional Development. It is the way professionals maintain and update their knowledge and skills. BIID Members must complete a minimum of 20 CPD hours annually to demonstrate their commitment to furthering their expertise. In addition to our own programme of CPD, the BIID accredits and promotes learnings offered by other companies for the benefit of our interior design audience. Companies that achieve this accreditation are referred to as BIID CPD Providers. Becoming an accredited BIID CPD Provider enhances your company's reputation as an expert in the field, strengthens client relationships, and helps you stand out in a crowded market.

Benefits:

- Promotion to BIID Registered Interior Designers®
- Listing on the BIID CPD Providers Directory (up to 5 modules per subscription)
- Promotion through the BIID newsletter and social media
- Use of BIID CPD Provider logo
- Event promotion through the BIID platform
- Content collaboration with BIID team

Fees:

- Annual Subscription Rate: £495 + VAT per year
- Application fee per CPD: £195 + VAT
- Please note the Application fee is waived for RIBA or IDCEC accredited CPDs.

Who is eligible?

In order to become a BIID CPD Provider you must:

- Be a company (and not an individual)
- Provide goods and/or services to interior designers
- The main focus of your company/business/organisation must not be training individuals to be interior designers (i.e. universities and colleges are not eligible to become BIID CPD Providers)



CPD Formats

The following learning formats are eligible to become accredited:

1. A presentation with accompanying visuals, delivered either live in person or live online. This presentation should last a minimum of 20 minutes and a maximum of 1.5 hours.
2. Pre-recorded online learning content. This should require the average learner to spend a maximum of 7 hours on the content.
3. A factory/workshop tour. The tour should last a maximum of 7 hours.

Accreditation process

Stage 1

Read through this document to understand how to develop an accredited CPD for our audience and ensure you understand the requirements. If you have any queries at all please do not hesitate to contact us. We also strongly recommend browsing the approved CPDs listed on our website to see what type of content has already been approved and whether there is existing content related to your area of expertise you might want to be aware of.

Stage 2

Develop your educational content and edit into one our required formats (see further details below).

Stage 3

Initial Review: Submit your content for the first phase of assessment which is our Initial Review. At this stage you will be required to pay an application fee of £195 + VAT. This fee is waived if your CPD is already accredited by [RIBA](#) or [IDCEC](#)

Once the application fee has been paid your content will be reviewed by our expert CPD team and the staff member dealing with your application will provide feedback and make suggestions for edits and inclusions. Once the material is deemed ready an assessment date will be set that is convenient for you and the BIID.

We aim to respond to you with feedback on your draft CPD within 2 weeks of submission.

Stage 4

Final Assessment: Your content will be reviewed by our panel of 3 to 6 CPD Assessors. These are experienced interior designers and BIID members who have volunteered to assess CPD. They will undertake the CPD, either in person or online, and then assess it against our Assessment Criteria (see below). Your content will either be approved, or you will be given detailed feedback on what needs to be changed in order for it to gain approval.



Timeline:

- Live assessment at your premises: we are usually able to organise a live assessment at your premises within 6 weeks of your content passing the Initial Review.
- Live assessment to be conducted over video call: we are usually able to organise a live assessment via video call within 3 weeks of your content passing the Initial Review.
- Online e-learning module: we are usually able to organise an assessment of an e-learning module within 4 weeks your content passing the Initial Review.

Please note: We do not hold assessments in August or December, as our panel availability is limited during these months

Once approved, we will then issue you an invoice for the annual subscription fee. If your CPD is not approved we will work with you to resubmit when you are ready.

Stage 5

Publishing: Once your invoice has been paid we will publish your listing on the BIID website we will work with you to promote your CPD to our audience via our email newsletters, social media, website and other channels.

Assessment Criteria

Your submitted content will be assessed by our CPD assessors against the following criteria:

1. Presentation skills, educational content, ability to respond to questions, neutrality, and supplementary materials are assessed for live CPDs
2. Objectives, educational content, presentation, neutrality, and supplementary materials are assessed for online e-learning CPDs

All CPDs are marked out of 100 with a passing score of 70.

Once approved, the BIID will invoice you for your annual subscription fee and activate your subscription and live listing.



How to create a BIID accredited CPD

Accredited CPD exists to increase professional knowledge and competence. It is not a sales presentation, product launch, or brand promotion. Content must be: Educational; Objective; Relevant to professional interior design practice in the UK; Capable of standing alone without reliance on sales messaging.

How to structure your content

Section 1: Introduction

A maximum of 10% of your entire presentation time can be spent on introducing the company and speaker. For example, if your presentation is 30 minutes long, a maximum of 3 minutes can be spent on introducing the company. This section should only include factual statements related to the speaker's biography and an overview of the company and its products and services. It cannot include subjective claims regarding your company status.

Section 2: Learning Outcomes

You must list clear learning outcomes of your CPD before you begin communicating the main content.

Examples of acceptable learning outcomes:

- "Understand the fire performance requirements for wall finishes in UK commercial interiors."
- "Be able to evaluate lighting colour temperature in relation to occupant wellbeing."

Examples of unacceptable learning outcomes:

- "Learn about our products"
- "Understand why our company is different"

Section 3: Main Content

The content of your CPD must be neutral, educational content only and cannot be a marketing pitch for your company. Examples of what areas you should focus on are:

- Principles
- Standards
- Regulations
- Design considerations
- Performance criteria
- Best practice
- Risks and limitations
- Comparative analysis (generic, not brand-led)



It is key to keep your content neutral and balanced. Keep these principles in mind as you are developing it:

- Use generic terminology wherever possible
- If a problem is presented, more than one type of solution must be discussed
- Limit brand mentions to where strictly necessary
- If only one proprietary solution is shown, the CPD will not be accredited.

Language Rules

Avoid:

- Superlatives (best, leading, innovative, unique)
- Comparative claims without evidence
- Persuasive sales language

Use:

- Factual
- Technical
- Explanatory language

Product-specific references:

You can include references to your products only if they meet the following criteria:

- Be clearly labelled as examples
- Support the learning, not replace it
- Never be the only solution presented
- Statements such as "our product is the best", "market leading", or "preferred by designers" are not acceptable.

Case Studies:

Case studies can be a useful educational tool. A case study is an actually delivered design/architecture construction project. It is not a product or the story of the development of a specific product.

Educational claims

Claims must be supported by:

- UK regulations
- British Standards
- Industry guidance
- Peer-reviewed research
- Reputable industry bodies

Marketing claims without evidence and sales calls-to-action are not acceptable.

Know your audience:

Your audience will be professional working interior designers. Focus your content on sharing your expertise – don't speak down to them or communicate basic design tips that it is highly likely they already know.



Section 4: Q&A section (if relevant) and Closing Slide (if relevant)

If your CPD is a presentation that will be delivered live then you should include a prompt for audience questions at the end.

Your company contact details can only appear on the final slide of the presentation, or other appropriate place in the case of online learning.

Visuals

Company logo:

Your company logo can only feature on the slides related to the company/speaker introduction and the slide asking for questions. It cannot feature on any of the main slides that focus on educational content.

Product images:

Product images can only be included where they illustrate a broader principle
Slides must not resemble a sales brochure.

Presenter Competence

The presenter must:

- Demonstrate subject-matter understanding
- Be able to answer technical questions
- Avoid deflecting educational questions into sales responses
- Marketing-only presenters without technical support are strongly discouraged.

How to submit your content:

Once you have created your content it needs to be submitted in the following format:

In the case of a live presentation with visuals you must submit a video showing your speaker delivering the presentation in full. This can be done within presentation software such as PowerPoint or Keynote and does not require special software.

In the case of pre-recorded online content you will send us a link to the URL of where your content is hosted online. This must be hosted on a site that allows us to fully understand the user experience (i.e. on a specialist learning platform) and not just a series of files. If it is paid for content you must send us a link allowing us to access it free of charge.

In the case of a factory/workshop tour/in person event you must send us a 30 minute video that gives us a sense of exactly how the tour will be run. This does not have to be professional produced – it can just be a video recorded on a mobile phone that gives us a sense of how you will run the event.



Frequently Asked Questions

How many CPDs can my company list in the directory?

Each subscription allows up to five CPD modules to be listed.

How do I update my CPD Provider Directory listing?

Submit any updates in writing to the BIID office, including changes to contact details. You can also edit your listing to specify how your CPD is presented to designers.

How can I update my BIID accredited CPD module?

Contact the BIID office to discuss any changes. Significant updates may require BIID approval. CPDs older than two years may undergo reassessment, which includes an application fee.

How can I market my CPD to interior designers?

You can market your CPD by:

- Listing it in the BIID CPD Providers Directory.
- Promoting your CPD events through BIID's platform.
- Advertising on your website, social media, and professional network.
- Using the BIID CPD Providers Logo in your marketing materials.

Do I need to inform the BIID each time I present my CPD?

No, unless you would like BIID to help promote a specific event.

Is my BIID accredited CPD only for BIID Members?

No, it is open to all professionals. You are encouraged to invite your network and potential business leads. Expanding access to CPDs supports industry professionalism.

Do I need to provide certificates to CPD attendees?

The BIID does not require certificates, but attendees may request them. If issuing a certificate, you may include the BIID CPD Providers Logo and the CPD duration.

International CPD Providers

Can I become a BIID CPD Provider if I'm based overseas?

Yes, overseas providers are welcome. Indicate your location on the application form. Assessments can be conducted via video link, or the Assessment Panel can travel to your location for workshops or factory tours, with travel costs covered by the provider.



How to submit your CPD for assessment

Please [click here](#) to access the online application form where we will ask you some details about your content and your company and be able to submit for Initial Review. If you have any queries at all please don't hesitate to contact us at info@biid.org.uk

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www.biid.org.uk