



BIID CPD Providers Handbook

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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 (IFI).

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. CPD also provides a platform to engage with experts in the industry and a forum for the exchange of ideas and best practice.

Why offer CPD?

Building relationships with clients is greatly enhanced when your company is seen as an expert and thought leader in its field and a company that is invested in strengthening and progressing the profession. It is a crowded market and standing out from the crowd can be achieved if you deliver thoughtful, relevant, and entertaining CPDs. Designers will remember you when they need expert advice if they have enjoyed your CPD. It is also an excellent way to get designers through your door when presenting CPDs in your Showroom or factory.

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 lists accredited CPDs that have been rigorously assessed to meet our standards.

Features of the BIID CPD Providers Directory include

- Search function – designers can search by category or via title of CPD

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- Headshot – your main CPD Contact
- Quote – your companies approach to CPD
- Citation – who your quote is from
- Course image – upload an image per course to reflect the course content
- Video – short introductory video 'trailer' for the CPD, or full video e-learning

Benefits and Promotion

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

- Promotion to BIID Registered Interior Designers®
Your CPD will be highly recommended to BIID Registered Interior Designers® who are required to gain 20 CPD hours per year
- Listing on the BIID CPD Providers Directory
Permanent listing on the BIID CPD Providers Directory on the BIID website
- Promotion on the BIID newsletter and social media
Announcement of your newly accredited CPD through the BIID e-newsletter and social media
- Use of BIID CPD Provider logo
We will provide you with the BIID CPD Provider Logo for use on your marketing materials
- Event promotion
Listing of your CPD events on the BIID events diary and through the BIID newsletter and social media
- Content collaboration
A dedicated member of the BIID team on hand to guide you in creating valuable and relevant CPD content for interior designers

Fees

The Annual Subscription Rate is £450 + VAT (£540) per year, charged pro-rata from April 1st to 31st March.

The Application fee per CPD to be accredited is £100 + VAT (£120) per CPD. This fee covers the administration of processing your application, content collaboration and managing the BIID CPD Provider Assessment Panel to review your CPD.

The application fee is waived for CPDs that have a Royal Institute of British Architects (RIBA) or American Society of Interior Designers (ASID) accreditation. This is not a reciprocal agreement.

CPD Formats

There is no set format a CPD must take, but some of the most common are:

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- Workshop, factory, or showroom tour
- Lecture or seminar
- Webinar
- Online e-learning module

Common types of Online CPD include:

- Guide or white paper
- Video
- Static PDF or PowerPoint presentation (with or without voiceover)
- On-demand pre-recorded webinar
- SCORM file

Top Tips

Below are our top tips for creating a memorable and successful CPD, broken down into the areas that your CPD will be assessed upon.

CPD content can vary significantly, and there is no set format it must take. However, all CPDs must deliver:

- Educational value over commercialism
- Improvement in the practices of interior designers
- Guidance on the usage of the product or service

And should include:

- An accurate title that will grab attention and meet the learning needs of designers
- An outline of the company, e.g. history, goals, reach (limited to 1 slide)
- An outline of the learning objectives that will be covered

Presentation

- Readable type and fonts should be used (fonts under size 14 will not be accepted)
- Limit the amount of information on each slide and bullet point your main ideas
- Include good quality graphics, including photographs, diagrams, and examples
- Video clips are an excellent resource if you cannot fully demonstrate your product or if presenting remotely
- CPDs can be any length, from 5-minute videos to 2-day factory visits
- If you are presenting a traditional seminar style presentation, the BIID do recommend that you keep this to 45 minutes with 15 minutes for questions
- We also recommend that the minimum time for a workshop/factory tour is 1 hour, there is no maximum

Educational content

- 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 will ask: how will they maintain your product, how long does it last, what are the considerations required for installation, sustainability, and accessibility?

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- Think about the questions you are always asked, and answer them
- Think about the questions you commonly ask designers, and provide them
- Your audience are professional practicing interior designers and need to know about technicalities, do not shy away from technical advice and language. If used, provide a glossary of terms and acronyms that may be specific to your industry
- Similarly, do not focus on colour and trend, these factors are superficial unless talking about the care, suitability, or innovation of materials
- Consider framing your content in a new context and make your CPD stand out from the crowd
- Your CPD does not always have to be about your product or service, but can be sector adjacent like presenting a theory, concept or soft skill that is related to your industry
- Consider asking a client that you have a good relationship with to assist you with the content of your CPD or run some ideas past them (if they have time!)
- We understand you will be nervous, but practice your CPD and time it so that you stay on track at the assessment

Ability to respond to questions from the audience

- Come prepared with knowledge about installation, lead times and costs as these are frequently asked questions
- Incorporate the questions you receive from the audience into your presentation, the less questions you receive, the more informed your CPD will be

Neutrality

- Your CPD must be non-commercial and generic
- **Do not** include branded product names or ranges, substitute brand names with the use of 'we' or 'our' or include sections on the services you provide
- **Do not** add a company logo per slide, the audience know who you are
- Make sure any claims are substantiated and do not denigrate the competition
- **Do** include a company history to establish your credentials, case histories and photos (rendered generic) and don't forget to provide your contact details at the end

Supplementary materials

- 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
- Many designers will prefer electronic versions of your presentation and brochures so do have these available
- Consider organising small sample sets to be sent to designers in advance of your presentation if the CPD is being presented virtually

How to Apply

If you have a CPD that you would like assessed for accreditation, fill in the [online application form](#) in the first instance.

The form asks you to identify your company name and who will be the main point of contact for designers to book your CPD. It also asks you to identify the type of presentation you will be submitting for accreditation along with its title, a short description of the CPD and the

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learning objectives. We also ask at this point if you are willing to travel to present your CPD and to which regions. All this information will then be used to create your ultimate CPD Providers Directory listing.

The form also asks if the CPD you are submitting for BIID accreditation is approved by the Royal Institute of British Architects (RIBA) or the American Society of Interior Designers (ASID). If you check 'yes' on either of these statements, the BIID will be in contact to verify this with you.

If you don't have a CPD created yet, we can help you by discussing the topics you would like to cover in your CPD and give you pre-liminary advice about audience expectations and requirements of interior designers. Once you have an idea of what you would like to present, fill out the online application form as above and we will process on to the next stage for you.

Accreditation Procedure

Once we receive your application, you will be sent an acknowledgement and we will ask you to provide the following

- Payment of the application fee invoice
- A copy of your presentation
- Speaker notes
- Synopsis of your showroom or factory tour (if applicable)
- A landscape image to illustrate your listing in the CPD Providers Directory
- Your company logo

Once received, your application will progress to Stage 1 Pre-Assessment.

Materials submitted will be reviewed by the BIID to ascertain that they fit the requirements set out in the accreditation criterion (see below in Assessment Criteria).

The BIID staff member dealing with your application will feedback to you any suggestions for edits and inclusions. Once the material is deemed fit, a live assessment date will be set that is convenient for you and the BIID.

The CPD Provider Assessment Panel is a volunteer pool of approximately 40 professional interior designers and as they are volunteers, we have set out the following timeframes for setting an assessment date from Stage 1 approval

- Live assessment at your premises or the BIID Offices = 8 weeks
- Live events to be conducted over video call = 3 weeks
- Online e-learning modules = 2 weeks

Stage 2 – Live Assessment

3-6 panel members will convene with the BIID staff member administrating your accreditation for the assessment.

After your presentation to the panel, they will then send their feedback and scores to the administrator to be collated for your overall pass mark and any suggestions they may have to enhance your CPD for interior designers.

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If your CPD is accredited by RIBA or the ASID, your presentation will not need to be assessed by the BIID and will be listed straight away onto the directory after your annual subscription fee is paid and confirmed.

Assessment Criteria

'Live' CPDs are assessed according to the following criterion:

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

Online e-learning modules are marked according to the following criterion:

Criteria	Points Awarded
Objectives – present, clear and meets content	20
Educational content of module – informative, relevant, up to date	50
Presentation – spelling, grammar, flow, font size, image clarity	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

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

Should your CPD score over 70 and the panel have no suggested changes, you will be invoiced for your annual subscription. If you are a current CPD Provider, there will be no further fee.

Should your CPD score over 70 but require changes, we will ask you to complete these suggestions from the panel and send the amended presentation to the administrator for final approval, no further assessment will be necessary.

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Should your CPD score under 70, we will provide you with feedback as to why it did not pass and make suggestions for edits. You will be asked to resubmit your application (no further fee will be incurred) for the CPD to be re-assessed by a panel on a future date. The panel may be different volunteers.

Approval

Once approved, the administrator will activate your subscription and send you your e-welcome pack which contains a link to your directory listing, the BIID CPD Providers logo for use on your marketing materials and information regarding the promotion of your CPD to interior designers.

The CPD will be announced in the BIID e-newsletter 'The Brief' and via our social media channels. Anytime you would like to run your CPD as an event, you can let us know and we will promote for you in the e-newsletter and on socials.

Frequently Asked Questions

Q. How do I apply to become a BIID accredited CPD Provider?

A. Complete and submit the [online application form](#) on the BIID website.

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

A. The annual fee for CPD Providers is £450+VAT and is charged pro-rata from 1st April to 31st March.

Q. Is there an application fee?

A. Yes, your company will be charged £100 + VAT per application to process your application. The application fee is waived for pre-approved RIBA and ASID CPDs.

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

A. If your CPD is already approved by RIBA or ASID, you will be listed as soon as your application has been processed and payment has been received. If your CPD is to be assessed by the BIID, the process time will depend on the provider submitting their materials for assessment, time taken to make any suggested changes, a suitable time allowance to recruit the assessment panel and ultimately, payment of the annual CPD Provider subscription.

Q. How many CPDs can my company list on the directory?

A. You can list as many CPDs as you like.

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

A. Your company and approved CPDs will appear on the online [BIID CPD Providers Directory](#) which is searchable by category and title. Anytime you would like to run your CPD as an event, we can also promote this for you.

Q. Do I have to inform the BIID every time I present the CPD to a designer(s)?

A. There is no need to inform the BIID every time you present your CPD unless you would like us to promote an event for you.

Q. Is my BIID accredited CPD for BIID Members only?

A. No, we would encourage you to invite your full network and new business leads to your CPDs. The more interior designers accessing high-quality CPDs, the stronger the professionalism of the industry becomes.

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Q. Do I have to provide a certificate to designers that attend my CPD?

A. The BIID do not ask for certificates from our members to verify their attendance at CPDs, but some other professionals may. If you are asked to produce a certificate, please feel free to and include the BIID CPD Providers logo and the length of the CPD as this is how we measure CPD requirement. You may recall that we used to operate in 'points' but this has been replaced by 'hours' to be in line with fellow Built Environment Membership Bodies.

Q. I would like to update my BIID accredited CPD, do I need to inform the BIID office?

A. This will depend on how much you want to change from what was originally accredited. Please email or call the BIID office to arrange a meeting to discuss the changes and this will be considered on a case-by-case basis.

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. The BIID Assessment Panel are also available to travel overseas to assess your workshop or factory tour, the provider is to cover all costs.

Contact Us

To arrange a meeting to discuss your options, please email the Learning and Events Manager Hayley McLennan Hayley.mclennan@biid.org.uk

We look forward to working with you to accredit your valuable CPDs and promote your education to interior designers.

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