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# BIID CPD Providers Handbook

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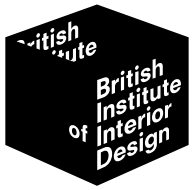
**British Institute of Interior Design**  
9 Bonhill Street  
London, EC2A 4PE

**Tel:** 020 7628 0255  
**Emk:** info@BIID.org.uk

**www.BIID.org.uk**

**Registered Office:**  
Summit House  
170 Finchley Road  
London, NW3 6BP

VAT reg No. GB 318 3948 36  
Registered in England & Wales,  
Co Reg No. 860708



## 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.

[\*"The experience has been really positive. It gives us a reason to talk to a practice and it starts a conversation for our sales team." Sarah Roberts, John Cullen Lighting\*](#)

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## INTERIOR DESIGNER

*“As a designer I must ensure that my client's projects are run professionally, and products are fit-for purpose. Education on materials and regulations is essential so when looking for new CPDs, I rely on BIID accreditation for quality assurance and relevance.”*

Clarie Tull, BIID Registered Interior Designer and Council Director

## CPD PROVIDER

*“Offering BIID-approved CPD material gives our sales team a powerful tool they can use to connect with practices. By demonstrating our expertise through CPD sessions we can build mutually beneficial relationships based on knowledge and trust.”*

Aaron Dixon, INTRAsystems



## 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 a BIID 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

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## Fees

The Annual Subscription Rate is £450 + VAT (£540) per year, charged pro-rata from April 1<sup>st</sup> to 31<sup>st</sup> 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:

- Workshop, factory, or showroom tour
- Lecture or seminar (virtually and/or in-person)
- Online e-learning module

Common types of Online e-learning 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

**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
- 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

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- 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
- We understand you will be nervous, but practice your CPD and time it so that you stay on track at the assessment

### 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 such as: how will they maintain your product, how long does it last, what are the considerations required for installation, sustainability, and accessibility?
- Think about the questions you are always asked, and answer them, likewise think about the questions you commonly ask designers, and provide them, this could be in the format of a checklist or process guide to specifying, for example
- Don't be afraid to talk budget, designers need to know what to expect to understand if their project can accommodate this product or service
- 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
- 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
- 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!)

### 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 not a sales pitch
- **Do not** include branded product names or ranges or include sections on the services you provide
- **Do not** add a company logo per slide
- Make sure any claims are substantiated and do not denigrate the competition
- **Do** include a company history to establish your credentials
- Use case studies in your CPD to show how your goods and services work in real life and how a specifier would implement them in a scheme
- Don't forget to provide your contact details at the end for the designers to get in touch

### Supplementary materials

- Many designers will prefer electronic versions of your presentation and brochures so do have these available

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- Consider organising small sample sets to be sent to designers in advance of your presentation if the CPD is being presented virtually
- Provide specification guides and brochures for designers to understand your range and pricing

## 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.

If your CPD is already approved by the Royal Institute of British Architects (RIBA) or the American Society of Interior Designers (ASID/IDCEC) we can process your application without the need to accredit the material. Select the appropriate box on the application form to let us know which accreditation you hold.

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. Please call or email the office first to discuss your options before completing an application form in this instance.

## Accreditation Procedure

Once we receive your application and your CPD is not approved by either RIBA or ASID, 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)

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, an 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 scheduling an assessment date from Stage 1 approval:

- Live assessment at your premises or the BIID Offices = 8 weeks
- Live assessment 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.

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After your presentation to the panel (or the private viewing of your online material), the panel members will send their scores to the administrator to be collated for your overall pass mark including any feedback they may have to enhance your CPD for interior designers.

This is a fantastic opportunity to receive constructive criticism of your CPD material from practicing interior designers before offering it to your audience.

## Assessment Criteria

‘Live’ CPDs such as webinars, seminars, showroom tours etc 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
	<b>100</b>

Online e-learning modules such as videos, white papers and anything that can be accessed ‘on-demand’ etc are marked according to the following criterion:

Criteria	Points Awarded
Objectives – present, clear, and meet 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 for download or by request (e.g., brochure, specification guide, copy of presentation, samples)	10
	<b>100</b>

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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 changes and send the amended presentation to the administrator for final approval, no further assessment will be necessary.

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 invoice you for your annual subscription fee (£450 + VAT) if you're a new provider. The annual fee is invoiced pro-rata from 1<sup>st</sup> April to 31<sup>st</sup> March and renewal emails are sent in late February each year to your main contact, due by 1<sup>st</sup> April.

Once payment has been received, the BIID will activate your subscription and send you your E-Subscription 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.

Once you're a BIID CPD Provider, you can have as many CPDs as you like listed in the directory under your subscription payment, following the application and accreditation process for each subsequent CPD you would like added (£100 + VAT per CPD).

## Promotion

After your CPD is accredited and listed on the BIID CPD Providers Directory we will assist you in promoting the CPD to interior designers in the following way:

Announcement of your newly accredited CPD

- In the BIID e-newsletter 'The Brief' x 1
- On the BIIDs social media channels
- Facebook main feed x 1
- LinkedIn group x 1
- Twitter main feed x 1
- If you would like to tag @thebiid on your company Instagram account, we will repost in our stories

And anytime you would like to run the event for an invited audience

- On the BIID Event Diary (1 per month per CPD)
- In the BIID e-newsletter 'The Brief' x 1
- On the BIIDs social media channels
- Facebook main feed x 1
- LinkedIn group x 1
- Twitter main feed x 1
- If you would like to tag @thebiid on your company Instagram account, we will repost in our stories.

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## 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. You are encouraged to advertise your CPD on your website and through your social media platforms, use the BIID CPD Providers logo in conjunction to make designers aware that you have passed our rigorous assessment standards.

**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.

**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 (1 hour for example).

**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. CPDs that are over 2 years old will need to be re-assessed and will be charged the application fee.

**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.

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## Contact Us

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