IPA Incorporated by Royal Charter

A guide to the IPA website and your CPD diary

Getting Started

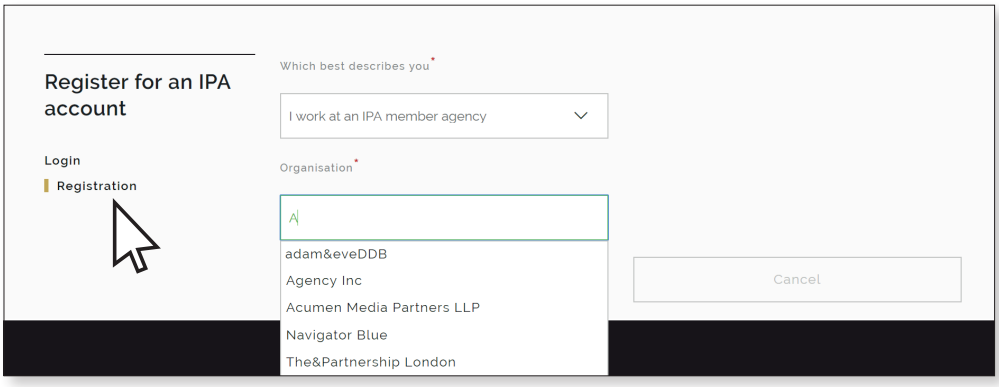
All IPA members must have an account on the IPA website. Registering will allow you to access a wealth of IPA membership benefits: IPA learning, publications, effectiveness case studies, events and training resources, all at member prices, as well as your CPD diary.

Registering

To create your account, go to ipa.co.uk/registration

Contact webhelpdesk@ipa.co.uk if you have any issues, and our support team will get back to you. Or browse our Web Support FAQs at ipa.co.uk/about/web-support-faqs

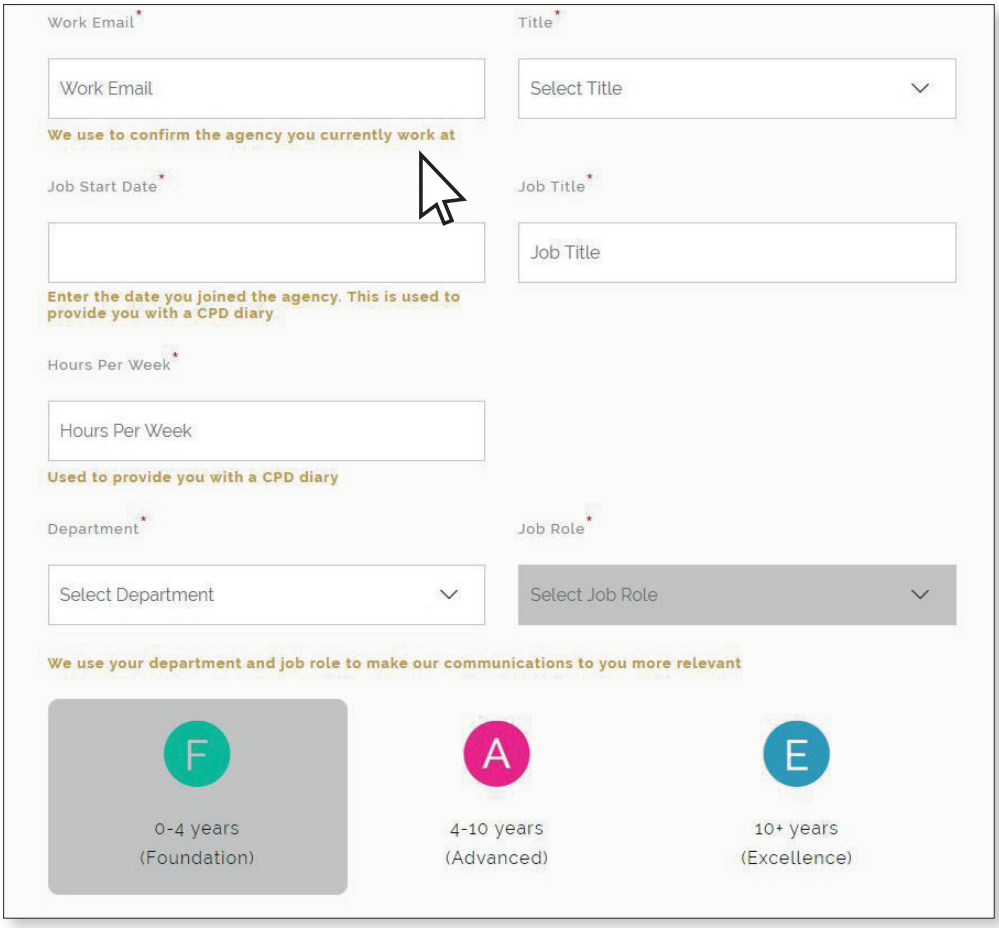
We recommend that you register with your **personal email address**, so that you can access your CPD records – diary entries and qualifications – throughout your career, wherever you work.



Then, in the "*Which best describes you*" dropdown box, please select "*I work at an IPA member agency*" Then start typing your agency name into the "Organisation" field, and **select** the correct company name when it appears.

IPA cpd CONTINUOUS PROFESSIONAL DEVELOPMENT

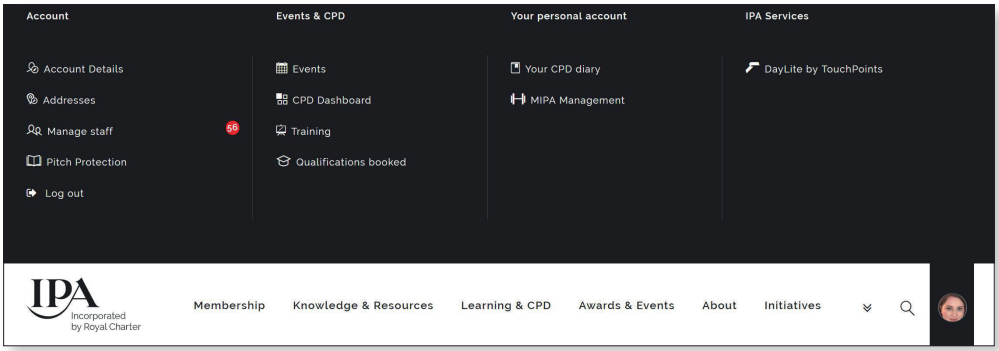
Now enter your **work email** so we can connect your account to your agency, and your job start date and working hours so that we can pro rata your required CPD hours. It's also important you fill out your job title, department and experience level, so we can make sure you hear about the right resources for you.



If you don't receive your account activation email, make sure to check your junk, spam and clutter inboxes.

Step by step

Once you have registered and logged onto the IPA website you will see a profile icon/silhouette in the top right hand corner. Click on this profile icon to display your personal dashboard, **My IPA**, from where you can edit your account details, access online learning and your CPD diary. This guide will take you through this dashboard from left to right.



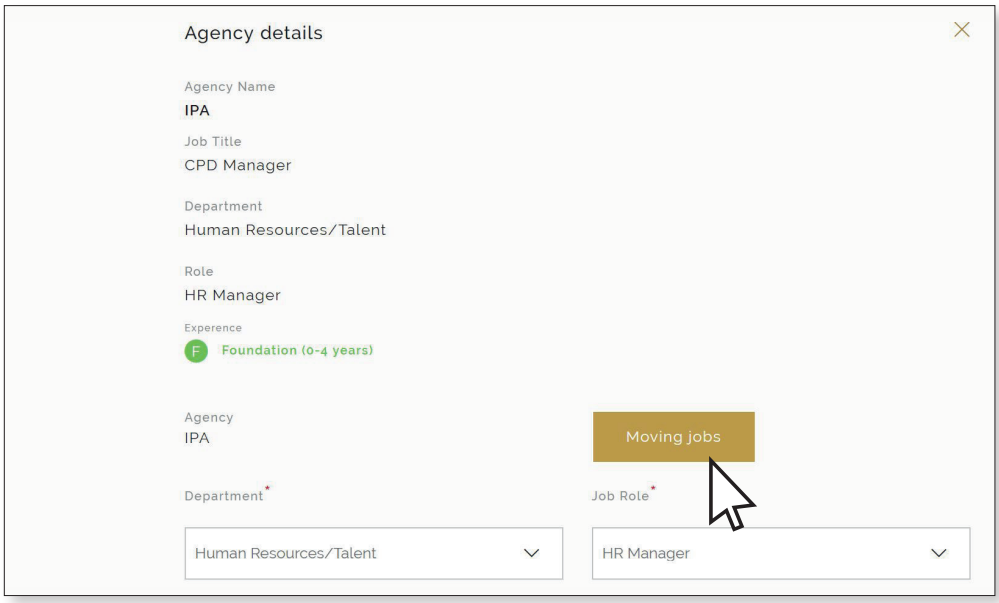
Account

Account Details
On this page, you will find three edit pencil symbols under Personal Details, Agency Details & Account details.

Personal Details allows you to add/edit your profile image, title, surname, and personal email address. If you wish to update your work email address (while at the same company) or change your first name, please contact webhelpdesk@ipa.co.uk.

Agency details allows you to edit your department, job role, job title and experience level.

Moving jobs
In the Agency Details section you will also see a gold button for 'Moving Jobs'. If you have moved jobs and need your account and CPD diary to be transferred to your new agency, please click here. Once you have filled in your new details, you will be automatically logged out, and asked to verify your new work email address with an activation link.



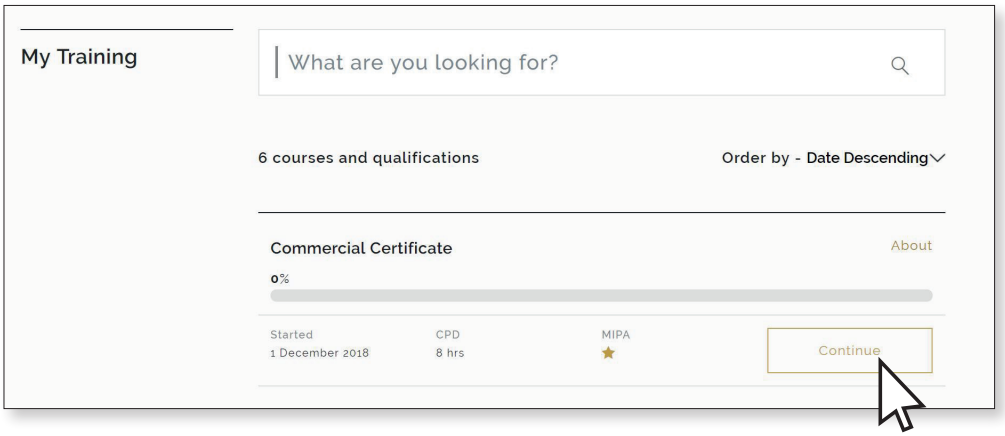
Account Details allows you to change your password.

Events and CPD

Events
This will show you on overview of the IPA events/courses you are booked to attend.

Training
Under this tab you will access any courses and qualifications you are booked onto that include online learning. To see what training is available and to make bookings, please visit the Courses & Qualifications page under Learning & CPD.

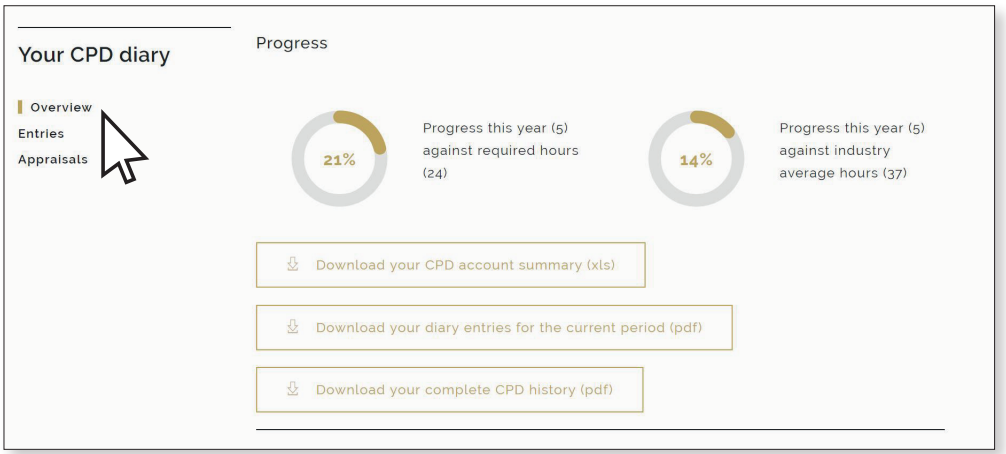
To access the learning, click 'Continue',



The progress bar will show your progress through the course / qualification. You will also see the amount of MIPA stars you will acquire upon completion and CPD hours required to complete the learning.

Your Personal Account

Your CPD Diary



Overview

On this page, you will see two dials showing your progress against required CPD hours and progress against the industry average CPD hours.

Below these, you will see three options to download summaries of your account details and CPD progress:

'*Download your CPD account summary*'- Will show you an overview of your account details, working hours, required CPD hours etc.

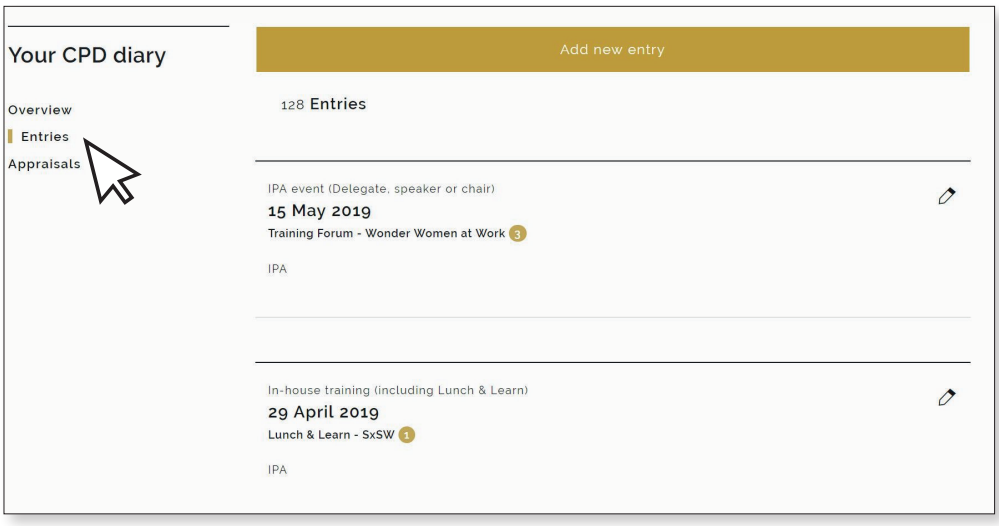
'*Download your diary entries for the current period*' - This will give you a PDF summary of your own CPD activities for the current period or year.

'*Download your complete CPD history*' – This will give you a PDF summary of all CPD entries for all periods or years.

Below the *options*, you will find a summary of all your CPD hours.

Entries

In this section, you can add new CPD entries by clicking on the gold button, '*Add new entry*'.



Please select the most relevant option from the drop down list of activities. Remember, CPD is anything you do to develop yourself or another person. You can list a relevant podcast, or training a new colleague, as well as a commercial acumen course.

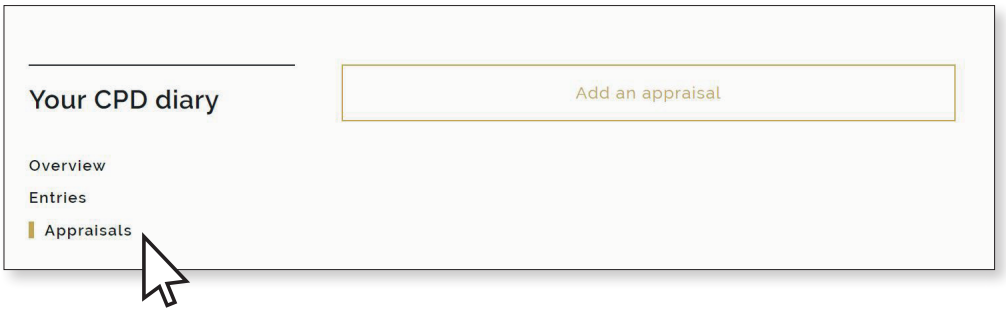
IPA qualifications and courses will be automatically added to your diary upon completion.

Under '*Comments*', you are encouraged to summarise what you learned, and briefly touch on how you will use it.

Once added you can edit the title, date, CPD hours and description, or delete the entry.

Appraisals

To add your appraisal click on the "*Add an appraisal*" button and enter the date, and up to three objectives. If you do not have objectives, or do not wish to record them, please enter *N/A* into the empty boxes.

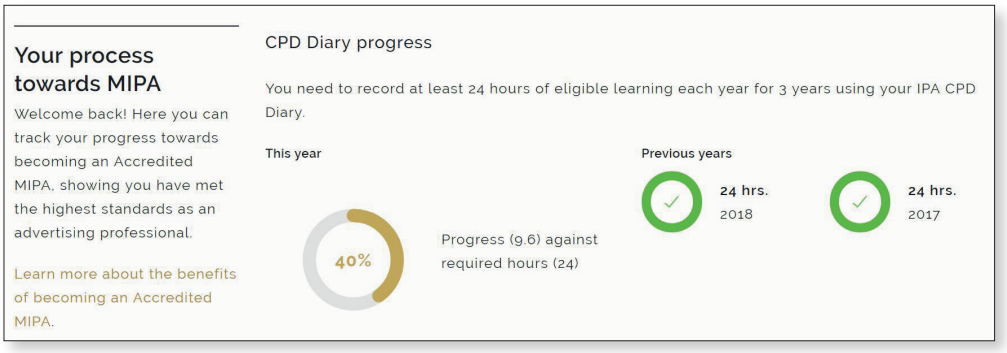


Please note you can only add one appraisal annually on the *Appraisals* tab.

If you have more than one appraisal annually, you should record it in your CPD diary. Remember you can record the time you spend on all your appraisals and performance reviews – including your preparation and follow-up – in your CPD diary.

MIPA Management

Accredited Member of the IPA (MIPA) is the next level of individual CPD excellence and can be achieved within three years. You will need five MIPA stars and three years of CPD compliance acheived by recording your required CPD hours each year. You may already be close to becoming an Accredited MIPA; this page will summarise your CPD achievements so far, and what being an Accredited MIPA means for your career.



Useful contacts

Sarah Vickerstaff, CPD Manager – sarahv@ipa.co.uk
Rebecca Joyce, CPD & MIPA Executive – rebecca.joyce@ipa.co.uk
Pippa Nicholas, MIPA Manager - pippa@ipa.co.uk
Website Helpdesk – webhelpdesk@ipa.co.uk