

# Continuous Professional Development (CPD) System

Presented by:

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# CPD Compliance will differentiate you from others

- You have attained the minimum continuous professional development status
- You are certified by MSRA
- Research users will have confidence in your work.....you are an upgraded researcher
- Users will learn to differentiate poor, moderate and high research standards...
- Assurance that you are exposed to high standards

Activity	Frequency of Activity	Maximum CPD Points Applicable per year	Standard Proposed CPD points
Basic training attendance / lecturing	Once	2	2
Advanced training attendance / lecturing	15 modules on offer	2 per module maximum 6	2
Writing an article for the MSRA newsletter	Newsletters are bi monthly (once every two months)	6	1
Writing a research article in a magazine / dailies / journals	open	1 per article maximum 3	1
Attending MSRA Annual convention	Once	2	2

Activity	Frequency of Activity	CPD Points Applicable	Standard Proposed CPD points
Attending MSRA AGM	Once	1	1
Attending ESOMAR / SAMRA / PAMRO convention	Once	2	2
Representing MSRA in events	ESOMAR / PAMRO / SAMRA	2	2
Attending Marketers' nite / MSK events	Open	1	1
Attending MSRA celebrity talk	Talks are held bi-monthly.	1	1
Presenting a paper at MSRA Convention	Once	2	2
Presenting a paper ESOMAR / SAMRA / PAMRO convention	Once	2	2



**N/B:**

- 5 annual points required for a member to be considered CPD Compliant
- Members list to show compliant members
- Star system applies year on year (cumulative) where 10 points is equal to one star
- Modeled on LSK Continuous Legal Education (CLE) system and MSRA Unique features

Thank You