


Before you advertise a professional development event at CPDpoint, please familiarise yourself with this tip sheet. It contains some helpful information to make submission simple, including: handy hints; an outline of the submission process; and some specific guides for the event category you will be using (pages 2-3) to improve the quality of your listing. If you have any suggestions to improve this tip sheet, please let us know.

Some handy tips for advertising at CPD Point

1. You can save time completing your Event submissions by preparing the description of your event before you visit the site. You can then paste in your text when you are ready to submit your event. The default text font for listings is Arial 8.5 for text and it is bold for use in headings. Any font text can be converted to this size by pressing the Microsoft Word icon circled in the event description field. 
2. In order to maintain the consistency of text on the site, please do not use more than size 10 font bold for headings (actual size) and size 10 font for text (actual size). If you do not use the default text font, the space you'll have available for your ad will be reduced (i.e., the number of text characters in your listing will be reduced).
3. Events are organised into categories and subcategories. Please ensure that you select the correct category (e.g., CPD Events lectures/seminars/workshops) and subcategory (e.g., 1 day; 2 day etc) for your listing.
4. You are required to provide the contact details of someone responsible for handling enquiries about your event (phone and e-mail). You can direct people to your own website. Select the most appropriate contact point for your circumstances.
5. Aim to be concise with the information that you provide in your listing. Provide details where they would be expected, such as inclusions or exclusions that affect the final price paid for goods or services. Refer to our suggestions (below) for your category.
6. CPDpoint is an international site, so when you state the cost of goods or services in your listing, please indicate the currency you are referring to (eg, Australian Dollars, US Dollars, British Pounds, Euro etc).

Events Submission is a 3 Step process

Step 1 will require the following information:

- Event title (this should reflect the content or scope of the event)
- Type of event (category and subcategory)
- Your listing start date (this can be the day of submission or a date in the future)
- Listing length (the number of months you wish to advertise)
- A description of the event (eg, topic/objectives and presenter's background). You can paste this text in from Microsoft Word if available.
- The intended audience for the event (industry and profession/s)
- Event organiser's details
- Whether you'd like to take up the option of attaching a flyer to your listing (pdf, doc, rtf, jpg, gif – up to 1 megabyte)

Step 2 will require the following information:

- Location, time zone and address where the event will take place
- Start date; end date; and last day for registration
- Start and finish times
- Presenter/s name and qualifications
- Space for any important notes (optional)

Step 3:

- Confirm event details, then
- Proceed to payment process

Or,

- Add event to cart in order to submit another event, banner, classified or forum

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CPD Events

Use this category if you are advertising a lecture, seminar or workshop

Ensure you place your event in the correct time commitment category (eg, ½ day, 1 day, 2 days etc).

Information to include in the description of your listing:

- Provide a summary of the objectives of the event, topics covered and intended audience. An agenda of how the time will be spent on those topics may also prove useful.
- Provide a brief biography of the presenter/s of the activity, highlighting any unique expertise in the topics covered.
- If the activity has been previously offered, you might like to include testimonials of a few past attendees. Indicate if the activity has been accredited by a professional organisation and whether professional development points apply.
- Note the fees that apply and the last day for registration. If discounts apply for early payment or for multiple attendees, be sure to include the expiry date for special pricing.
- You might also choose to include the names and phone numbers of hotels nearby should any of your attendees require accommodation.

CPD in development – seeking expressions of interest

Use this category if you are developing a CPD activity and are seeking expressions of interest (i.e, use this category to establish the level of interest in your proposal before formally offering your proposed activity).

⇒ You may also use this category to solicit feedback and shape the content or scope of your proposed CPD activity.

Ensure you place your listing in the correct subcategory (eg, distance education, lecture/ seminar/ workshop or peer support networks).

Information to include in the description of your listing:

- Provide a summary of the scope, objectives and topics of the your proposed activity. Include an agenda of how the time will be spent on the topics of the activity.
- Provide a brief biography of the presenter/s of the proposed activity, highlighting any unique expertise in the topics covered.
- Take the opportunity to canvas how much people would be prepared to pay for your activity by proposing some prices. Encourage interested parties to provide feedback about your proposal.

Distance Education - mixed mode or online

Use this category if you are advertising a postgraduate education program that is offered via distance education and results in the award of a formal (eg, certificate, diploma, masters or doctoral) qualification.

Ensure you place your listing in the correct category (eg, incorporating learning online and onsite, or online only) and subcategory (eg, term-based or annual enrolment)

Information to include in the description of your listing:

- A brief summary of the educational institution; the title of award/qualification and its professional recognition; note any prerequisites for entry; program summary, structure and method of delivery; intake/session dates; and program fees.
- Provide a link to your website or you may attach a program prospectus to your listing.

Peer Support Networks – face to face

Use this category if you are a facilitator of a peer support network and you wish to promote your meetings.

Ensure you place your listing in the correct category (eg, weekly, fortnightly, etc)

Information to include in the description of your listing

- Provide a summary of: the objectives of your support network; the intended audience; format of meetings/ agenda for how time is spent. Give an indication of the size of meetings; whether groups are open or closed; and if guest presenters are involved at meetings.
- Provide a brief biography of the facilitator of the network, highlighting any unique expertise.
- Note the fees that apply and whether they are payable in advance or at each meeting.
- Provide a link to your website or you may attach a flyer to your listing

⇒ Note: If you'd like to promote or organise an online peer-support network, see the Forums section of this website to create, or seek expressions of interest for, a private forum.