CPDpoint Forums Tip Sheet

At CPDpoint you can advertise a professional development forum that you run on another site, or you can advertise and conduct a professional development forum on this site (we'll host it for you). Before you advertise a forum 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; an outline of what you can expect when we host a private forum for you (page 2); and some specific guides for the forum category you will be using (pages 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 Forum submissions by preparing the description of your activity before you visit the site. You can then paste in your text when you are ready to submit your Forum. 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 Forum 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. Forums are organised into categories and subcategories. Please ensure that you select the correct category (e.g., Private Forum at CPDpoint: Fee Based ) and subcategory (e.g., up to 3 months, 4 to 6 months, etc) for your listing.

4. You are required to provide the contact details of someone responsible for handling enquiries about your forum (phone and e-mail). Alternatively, 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).


**Forum Submission is a 3 Step process**
   **Step 1 will require the following information:**
   - Forum Title (this should reflect the content or scope of the discussions)
   - Type of forum (category and subcategory)
   - 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 (or have us host) your forum)
   - Description/Body (eg, topic/objectives and presenter's background). You can paste this text in from Microsoft Word if available.
   - The intended audience for the forum (industry and profession/s)
   - Forum 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:**
   - Moderator's location and time zone
   - Start date; end date; last day for registration
   - Start and end times of group discussions
   - Whether you'd like to enter a web address if the forum is hosted at another site
   - Moderator's name and qualifications
   - Space for any important notes (optional)

**Forum Submission Step 3:**
- Confirm forum details, then
- Proceed to payment process
- Or,
- Add forum to cart in order to submit another forum, event, banner or classified

## Private Forums Hosted by CPDpoint

If CPDpoint is hosting your forum, you will have immediate access to your forum (after payment). You will first need to log out of CPDpoint, and then log in again to access your forum from your account area within the "My Forums" link.

### You as the forum moderator

As a moderator, you will have control over who joins your group and the ability to edit topics and postings of members. You can also promote other members of your group to be a moderator. People who wish to join your group will contact you via your forum listing on the CPDpoint site.

When a person contacts you about your forum, their name and e-mail is registered in your account area. You will use these details to either grant access or ban access (a 2-click process). You will also be able to delete enquiries from your account area. When you grant or ban access, the person enquiring receives an e-mail notification. If you ban a member from your group, they will be unable to access the forum until you remove the ban from your account area.

### Setting up your forum area

The content of discussions within your forum is only accessible to members of your group – the people that you have selected. Your forum area allows an infinite number of topics and postings within each topic. We suggest that you organise your forum under several topics so that you can have more focused interactions with your members.

For example, you might choose to start each forum group with the following topic headings:
- Group Rules (which you create, or you and your members create)
- Members Introduction Area (where members post some information about themselves)
- Topic (or) Issue (or) Discussion (or) Time Period A
    - Postings for Topic (or) Issue (or) Discussion (or) Time Period A
- Topic (or) Issue (or) Discussion (or) Time Period B
    - Postings for Topic (or) Issue (or) Discussion (or) Time Period B
- Topic (or) Issue (or) Discussion (or) Time Period C
    - Postings for Topic (or) Issue (or) Discussion (or) Time Period C

Once you have exhausted discussions in one topic, simply close off that topic and start another. You can repeat this until your forum expires.

## Content Guides for Event Categories                              Page

## Closed forums at CPDpoint – select fee-based or free to join

Use this category if you wish to have CPDpoint host your private forum

Ensure you place your listing in the correct category (eg, fee-based or free to join) and the correct subcategory (i.e, the correct duration of your forum)

Information to include in the description of your listing/ advertisement:

- Provide a summary of: the objectives of your forum; the intended audience; examples of topics discussed; the structure/ format of discussions. Indicate the maximum number of members; whether groups will be open or closed (i.e, can people join the group once discussions have begun); if guest experts will be involved in discussions; whether the forum is interactive or didactic

- Provide a brief biography of the facilitator of the forum, highlighting any unique expertise. For fee-based forums, note the cost and methods of payment available

## Other forum proposals- seeking expressions of interest

Use this category if you wish to create a forum group and you are seeking expressions of interest from people who may wish to join.

Ensure you place your listing in the correct category (eg, fee-based/ time limited, etc)

Information to include in the description of your listing:

- Provide a summary of: the objectives of your forum; the intended audience; examples of topics discussed; the structure/ format of discussions. Indicate how many members are sought; whether groups will be open or closed; if guest experts will be involved in discussions; whether the forum is interactive or didactic

- If you intend to act as the forum moderator, provide a brief biography highlighting any unique expertise in the topics covered. Alternatively, you might choose to seek expressions of interest from someone else interested in being the forum's moderator.

- If you are proposing a fee-based activity, you might choose to 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.

## Other forums available on the internet

Use this category if you wish to promote a professional development related forum that is in operation at another location on the internet.

Ensure you place your listing in the correct category (eg, fee-based or free to join)

Information to include in the description of your listing:

- Provide a summary of: the objectives of your forum; the intended audience; examples of topics discussed; the structure/ format of discussions. Give an indication of the number of members; whether groups are open or closed; if guest experts will be involved in discussions; whether the forum is interactive or didactic

- Provide a brief biography of the moderators of the forum, highlighting any unique expertise. For fee-based forums, note the cost and methods of payment available