



# **MRS Continuous Professional Development Programme**

## **Handbook**

updated November 2025

The Market Research Society (MRS) is the UK professional body for research, insight and analytics. We recognise 5,000 individual members and over 500 accredited Company Partners in over 50 countries who are committed to delivering outstanding insight. As the regulator, we promote the highest professional standards throughout the sector via the MRS Code of Conduct.

MRS Continuous Professional Development (CPD) Handbook  
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## 1. MRS CPD

The MRS Continuous Professional Development (CPD) programme offers you as an MRS member a framework to take control of your professional development planning; enabling you to plan your future career needs, to maximise the benefit of your MRS membership and to offer you the opportunity to gain recognition for your career progression by upgrading your membership to MRS Certified Member Status.

For those already at Certified Membership grade or not wishing to upgrade, you can use the programme as a career and development passport, recording your professional development activities and planning your future needs.

Our CPD programme enables you to show others that you're professional, highly skilled and compliant in the world of research, insight, analytics and marketing sciences.

MRS CPD:

- was launched in April 2014, in line with the new MRS Membership Grading Structure
- enables members more access routes to up-grade to MRS Certified Member Status and gain recognition for their professional development and experience
- is non-compulsory
- requires participants to complete a minimum of 21 hours CPD per 12 month period for it to be recognised towards becoming a Certified Member
- involves a process of identifying needs, carrying out activities, recording time spent and reflecting on the outcomes
- can include both 'formal' and 'informal' activities
- recognises non-MRS provision
- is administered via an online planning and recording tool

## 2. MRS Membership Structure



### 3. FAQs

#### Background to MRS CPD

#### Q1. Why does MRS offer a Continuous Professional Development (CPD) Programme?

MRS offers a CPD programme for the following reasons:

- To provide positive differentiation from practitioners outside MRS
- To improve the overall quality and skills of practitioners in the sector
- To provide a framework for measurement of skills, training and knowledge
- To expand the entry route to MRS Certified Member status
- To provide members and Company Partner employees with a tool for recording and tracking their learning and development as they progress through their careers.
- To provide members and Company Partners with a professional development tool to assist managing professional development within their organisation e.g. developing competency standards, identifying training needs, logging individuals' learning and achievements, assisting with appraisals, etc.

#### Who can participate in CPD and what are the benefits?

#### Q2. Who is required to sign up to the CPD programme?

CPD is non-compulsory, and available to all MRS individual members who wish to participate.

#### Q3. I am a non-member can I sign up to the CPD Programme?

No CPD is an individual MRS Membership benefit. Contact [membership@mrs.org.uk](mailto:membership@mrs.org.uk) to find out how to become an individual member.

#### Q4. How can CPD benefit me?

CPD can:

- accelerate your career and professional development
- enable you to achieve MRS 'Certified' Membership – The recognised Professional Membership grade for experienced research, insight, marketing sciences and analytics professionals.
- strengthen your professional credibility with current and future employers
- assist you in structuring your learning needs, professional development and career planning
- provide a permanent 'passport' of professional development you have undertaken, assisting you in maintaining CVs, completing annual activities such as appraisals, etc.
- improve your confidence
- increase your job satisfaction

#### Q5. I am already a 'Certified' Member' can I still enroll on the CPD Programme and if so, how will I benefit?

All members can access the CPD programme, irrespective of their grade. The CPD programme is a pathway for enabling members to upgrade their membership. However, its application is much wider than this; for example, any members wishing to log their professional development, plan their future learning needs, structure their career development, the MRS CPD programme is an invaluable tool.

#### Q6. I am a Company Partner employee, can I use CPD as a route MRS Certified Membership?

If you are a Company Partner employee to access the CPD programme you must also be a individual MRS member. Contact the person at your company responsible for managing the MRS Company Partner package to check if there are any individual memberships available.

Please refer to [Section 5](#) for the *Routes to Entry* to find out how much CPD you need to complete to be eligible to become a Certified Member.

**Q7. Once I achieve 'Certified' Membership do I need to continue with CPD to retain my membership grade?**

The MRS CPD programme is not mandatory. Neither current MRS Certified Members nor those that achieve Certified Member status, via one of the CPD upgrade pathways, need to continue with CPD. However, we would recommend that members use the system for its benefits supporting professional development, career planning and as part of life-long learning.

**CPD requirements**

**Q8. What are the annual CPD requirements?**

MRS members wishing to use CPD to contribute towards upgrading their membership will need to complete a minimum of 21 hours in a 12 month period.

Members wishing to upgrade to Certified grade must complete between 1 and 4 years CPD depending on existing qualifications, and workplace experience, please refer to section 5 for Routes to Entry.

MRS members that wish to use CPD for other purposes – e.g. as a formal log of their learning – there is no minimum or maximum limit. The 21 hours is MRS's recommended annual minimum CPD to stay fully up to date as a professional; in practice, many members may exceed this figure in order to achieve their development plan.

**Q9. How was the figure of 21 hours CPD decided?**

In line with other professional bodies MRS believes it is important to set a minimum number of hours of CPD per year as a benchmark for gaining Certified Membership. Eligibility for MRS Certified Membership and the use of the designation 'CMRS' is not simply an indicator of hours completed. It is an indication to the profession and the wider sector that a Certified Member adheres to the MRS Code of Conduct and other Ethical guidelines, meets the MRS 12 Benchmark Standards of membership, and has demonstrated their professional knowledge, understanding and experience. The requirement for 21 hours plus is in line with the requirements of other professional bodies.

**Q10. What are the Benchmark Standards?**

MRS Benchmark Standards provide a standard which individuals can be measured against for eligibility for Certified Membership of MRS.

The Benchmark Standards demonstrate what being an MRS Certified Member means in terms of the competency of practitioners, and the knowledge, skills and attitudes expected at this level. Some of the standards have more weight than others, although all the standards are important.

In order to become a Certified Member, within the 21 hours you will need to demonstrate a minimum of 1 hour (formal or informal) of CPD against each of the mandatory standards – 1, 2 or 3, 7, 8, 9 & 10.

<b>STANDARD 1:</b> Ethical and legal considerations governing the conduct of MRS members
<b>STANDARD 2:</b> Research within its broad political/economic social/ technological context
<b>STANDARD 3:</b> The role of research in decision making within an organisation
<b>STANDARD 4:</b> Client and supply relationships in research
<b>STANDARD 5:</b> Project management (including planning and the use of resources)
<b>STANDARD 6:</b> Oral and/or written communication skills
<b>STANDARD 7:</b> Awareness and evaluation of research methodologies
<b>STANDARD 8:</b> Conducting all or part of a research project
<b>STANDARD 9:</b> A nominated specialist area in research
<b>STANDARD 10:</b> Quality control and assessment in research
<b>STANDARD 11:</b> Commitment to your own personal and professional development
<b>STANDARD 12:</b> Commitment to the development of others and or the profession

**Q11. Am I able to carry over CPD hours from one year to another?**

MRS CPD is not an accumulative programme, you are not able to over invest in one year and under invest in another.

**Q12. What is meant by formal and informal CPD?**

**Formal CPD** is the undertaking of any formal learning activity designed to meet a specific learning outcome within a Personal Development Plan (PDP). An example of this would be attending a one-day training course to understand Statistical Methods.

Formal Learning includes, but is not restricted to:

- attending a training course, seminar, workshop or conference
- studying for an examination
- writing an article, journal or book
- speaking or contributing to *seminars, conferences, training courses*

This would include any form of delivery e.g. online, face to face, etc.

**Informal CPD** is any informal activity an individual considers has met a learning outcome within their PDP. This might include reading a publication e.g. *Impact Magazine* or the *International Journal of Market Research* that includes an article on a topic for which they have a development need.

**Q13. Within 21 hours what is the split between formal hours and informal hours?**

MRS recommends 14 hours formal and 7 be informal per CPD cycle.

**Q14. How do I know how many hours are attributed to a learning activity?**

The MRS CPD system allows you to allocate CPD hours for all MRS provision (both formal and informal) plus any provision that has either been accredited or formally recognised by MRS. The

MRS CPD Handbook provides guidance as to likely learning hours and provide clarification regarding whether other provision meets MRS requirements, is informal or formal, and the allocated CPD hours. You can also contact the MRS CPD Advisory Service [cpd@mrs.org.uk](mailto:cpd@mrs.org.uk) for advice.

#### **Q15. What is a Personal Development Plan (PDP)?**

A Personal Development Plan is a process of:

- reflecting on achievement
- learning to capitalise on strengths
- identifying and addressing areas for development
- setting goals
- identifying skills
- recording reflection

#### **Q16. How do I develop my Personal Development Plan (PDP)?**

MRS will give you access to an on-line Professional Development Framework Tool which will help you determine your professional development needs against the MRS Benchmark Standards. This will form your Professional Development Plan, and the on-line tool will help you plan how you can best meet your needs, create an action plan/list and evaluate how successful your activities have been in meeting your needs.

#### **Q17. Do I need to cover all of the MRS Benchmark Standards in order to achieve Certified Membership?**

For your CPD to meet the criteria for being recognised for upgrading to Certified Member status, in addition to meeting the 21 hours, it must also clearly match to the seven mandatory MRS Benchmark Standards (see question 11 for more detail of these standards). You will need to ensure that all the mandatory benchmark standards are covered by the learning you undertake, in addition to meeting the required number of CPD hours for upgrading your membership. The number of CPD hours required will depend on which route to Certified Membership is applicable to you. Each route is based on pre-existing qualifications and experience.

Participants using the CPD system for other purposes – such as professional development planning tool – there is no requirement to meet any specific benchmark standards. However, these standards should help you in planning your professional development needs, in line with membership requirements.

#### **What learning does MRS CPD recognise?**

#### **Q18. How many hours is a professional development activity allocated?**

Please refer to Section 4 - Allocated Hours for CPD.

#### **Q19. Does MRS Recognise 3<sup>rd</sup> Party provision?**

Yes. MRS has adopted a very broad-brush approach to its CPD programme. If external approved third-party provision is relevant to one of the 12 Benchmark Standards and the MRS Professional Development Framework, it will receive recognition within the MRS CPD programme. Approved third party provision will be easily recognisable as it will display the MRS badge denoting the number of hours e.g.



MRS will also recognise provision relevant to the Benchmark Standards from The CPD Certification Service [www.cpduk.co.uk](http://www.cpduk.co.uk). The CPD Certification Service provides an independent accreditation service compatible with global CPD principles.

**Q20. Does MRS Recognise prior achieved learning?**

Yes. MRS will accept any relevant recognised formal CPD achieved up to 6 months prior to registration on the MRS CPD Programme. Prior recognition is only recognised as part of your Year 1 CPD. Please make the CPD Advisory Team member aware that you wish to have recognised prior achieved learning at your point of CPD registration.

**CPD admin**

**Q21. How do I register for CPD, and can I register at any time?**

email [MRS CPD Advisory Service](mailto:MRS.CPD.Advisory.Service@mrsociety.co.uk) to register your interest in CPD. MRS will then set you up a CPD account and email details of how to access your account.

**Q22. Does MRS provide an online tool for my CPD?**

Yes, MRS provides a free, easy to use online tool which you may use to plan and record your hours-based CPD, please refer to Section 6.

**Q23. Do I have to use the online tool?**

Yes, in order to ensure that the MRS CPD programme is cost effective, administratively efficient and accessible to all members, including those overseas, it is an online based solution.

**Q24. Does the online tool show how many hours I need to do to complete my CPD?**

Yes, the online tool will show how many hours you have completed and if you are wishing to become a Certified Member it will show you how many hours you still need to complete.

**Q25. Does the online tool automatically record my attendance at MRS events?**

At present you will need to record your attendance at MRS training courses, webinars, Speaker Evenings, Regional Events and conferences. This also applies for non-MRS provision, informal provision and provision where MRS may not necessarily be able to confirm attendance (for example some Regional Events).

**Q26. How long will it take?**

CPD really does not take much time over and beyond your daily routine. Once you begin to identify learning opportunities, record them and then reflect on how you have applied them, it should become an automatic part of your professional development planning. You access the online tool, which sets out a simple to use procedure of planning, recording and reflecting, which you can save and go back to at any time.

**Q27. What happens if I don't complete 21 hours in a year?**

If you are endeavouring to upgrade your membership, you must complete the necessary 21 hours per annum.

If severe illness, maternity leave, redundancy or other extenuating circumstance results in a break from CPD, inform the MRS CPD Advisory Service as soon as is possible. It may be possible to suspend your CPD and arrange for your completed hours to be accrued for up to 12 months.

For those members that are using the system for non-upgrade purposes, such as professional development planning, there is no problem if you do less than 21 hours a year, although MRS recommends this level of learning per year.

**Q28. Do I have to pay?**

No, CPD is an individual MRS membership free benefit.

**Q29. How does MRS verify CPD hours claimed?**

MRS will select for moderation CPD records from participants using the CPD programme as a pathway to upgrade their membership. A random sample of 10% of contributing members using the system for non-upgrade purposes will be selected each year for moderation, to ensure adherence to and compliance with the programme rules.

All cases of suspected malpractice are investigated thoroughly by MRS. An Appeals Procedure is also available, please refer to Sections 9 and 10.

**Q30. Who will have access to my CPD data/record?**

Authorised MRS Staff will have access to individuals CPD records, for administration and moderation purposes only. It is your responsibility to keep securely your username and password for the on-line CPD system. Please refer to the [MRS Privacy Policy](#)

**Q31. What will I receive upon completion of my CPD?**

You will be able to produce from the online system a record of any CPD that you have undertaken that has been recorded on the system. If you achieve the requirements to enable your membership to be upgraded to Certified Membership you will receive notification of your change of membership status directly from MRS and will be sent a Certified Membership Certificate, detailing when you achieved Certified Member status.

**Q32. What happens with my CPD enrollment if I am no longer a member of MRS?**

CPD is an individual MRS Member benefit, if you therefore let your MRS membership lapse you will no longer be eligible to access the CPD portal and your account will be de-activated.

## 4. Allocated Hours for CPD

Activity	Definition	Evidence Required	Formal or Informal	Allocated Hours	*Max per CPD year
<b>Knowledge Building Achieving a Qualification</b>	All Qualifications awarded by The Market Research Society or other market or social research, marketing or business knowledge related qualifications awarded by Government recognised educational institutions.	A copy of your qualification certificate or a Statement of Achievement.	<b>FORMAL:</b> This involves activity which: has stated learning outcomes, activity designed to address these; some form of assessment or reflection; and addresses an identified learning need.	<b>Up to 21 hrs</b>  <ul style="list-style-type: none"> <li>• MRS Diploma – <b>21 hrs</b></li> <li>• MRS Adv Cert – <b>21 hrs</b></li> <li>• MRS Advanced Qualitative Practitioner Award – <b>21 hrs</b></li> <li>• MRS Certificate in Qual Research – <b>12 hrs</b></li> <li>• MRS Certificate – <b>10 hrs</b></li> <li>• MRS Certificate in Int Skills – <b>10 hrs</b></li> </ul> <i>Other provision will be considered on a case-by-case basis</i>	21 hrs
	<b>Attendance at training courses and workshops</b>	An interactive, participative course provided by MRS, an MRS Accredited Training Provider or by an external approved third party which sets clear objectives and learning outcomes.	Attendance certificate, delegate list, conference badge or some other written/email confirmation of attendance from event provider where possible.  Agenda which clearly shows what was covered during the session(s) and learning objectives (if applicable).  Any reflections on the outcome of the conference/seminar/webinar.	<b>FORMAL:</b> This involves activity which: has stated learning outcomes, activity designed to address these addresses an identified learning need.	1 day - <b>6 hrs</b> 2 day - <b>12 hrs</b> 3 day - <b>18 hrs</b> 3 days+ - <b>18hrs</b>  MRS Online Research Skills - <b>8 hrs</b> MRS Online Business Skills - <b>3 hrs</b> MRS Webinar - <b>1 hr</b>  <i>Other on-line provision will be considered on a case-by-case basis</i>

Activity	Definition	Evidence Required	Formal or Informal	Allocated Hours	*Max per CPD year
<b>Attendance at conferences and seminars</b>	MRS or other related industry or business conferences and seminars, an informative presentation, or series of presentations, on topics provided by subject experts.	Attendance certificate, delegate list, badge or some other written/email confirmation of attendance from event provider where possible.  Agenda or programme which clearly shows what was covered during the session(s) and learning objectives (if applicable).  Any reflections on the outcome of the conference or seminar.	<b>FORMAL:</b> This involves activity which: has stated learning outcomes, activity designed to address these; some form of assessment or reflection; and addresses an identified learning need.	1/2 Day - <b>3 hrs</b> 1 day - <b>6 hrs</b> 2 day - <b>12 hrs</b> 3 day - <b>18 hrs</b>	18 hrs
<b>Attendance at a members' evening or networking event</b>	MRS, industry or business evening event. Consisting of an informative presentation, workshop or debate.	Delegate list, email confirmation and any reflection on the learning outcomes of the event.	<b>FORMAL:</b> If you have attended the event with a specific purpose in mind e.g. to meet a specified learning and development need.  <b>INFORMAL:</b> If the purpose is to keep up-to-date with what is happening in the sector at a general level.	Per event - <b>1 hr</b>	10 hrs
<b>In-company development</b>	Project work or company specific projects.	Written confirmation from your employer that the project took place.  Any reflections on the outcome of the in-company development.	<b>PROJECT WORK</b> <b>INFORMAL:</b> This involves activity which does not have stated learning objectives and supporting activity and assessments designed to reinforce these.	<b>Working on all or part of a project – minimum 1 hr – maximum 7 hrs</b>	7 hrs
<b>Reading</b>	Sector related publications, fact files, bulletins/regular updates, manuals, professional briefs, journals, trade press, podcasts, and relevant discussions via social media.	This category does not require evidence unless you wish claim it as Formal CPD activity. In which case, please provide details of the learning outcomes or research reasons for undertaking this reading or use of other media.	<b>FORMAL:</b> If your reading has been done with a specific purpose in mind e.g. to meet a specified learning and development need	<b>FORMAL 1 hr</b> <b>INFORMAL 30 minutes</b>	5 hrs

Activity	Definition	Evidence Required	Formal or Informal	Allocated Hours	*Max per CPD year
<b>Imparting Knowledge</b> <b>Authorship of books, papers, journals or articles</b>					
	Writing articles, reports, books, instruction manuals, guidance and supporting documentation, which are published for use of others.	Copies of the items you've written and details of the publications they appeared in or who they were distributed to.	<b>FORMAL:</b> This involves activity which has stated learning outcomes, activity designed to address these; and some form of assessment or reflection.	Writing web articles of significant length (e.g. blogs could count but not twitter) per item - <b>2 hrs</b> writing papers or journals - <b>14 hrs</b> Writing book - <b>21 hrs</b>	21 hrs
<b>Training of others</b>	Speaker/Convenor/chair at a sector training course or other learning event	Copies of the course outline, learning objectives or learning outcomes, marketing literature for the event showing you as a speaker.  Any reflection on the outcomes of your training work in relation to you own learning and development needs.	<b>FORMAL:</b> The preparation for the training would be formal. For example, updating your knowledge on the subjects you are delivering training in; attending course on developing training skills.	<b>2 hrs</b>	6 hrs
<b>Mentoring</b>	Providing instruction, guidance and support	Written confirmation from an employer (if applicable) or the mentee.  Any reflections on the outcomes of your mentoring work in relation to your learning and development needs.	<b>INFORMAL:</b> Unless the mentor can identify specific learning they have had to undertake in their role.	Up to <b>7 hrs</b>	7 hrs
<b>Awards</b>	Submission of a shortlisted MRS or Industry Award	Copy of the Awards Entry and accompanying statement of individual contribution to the award.	<b>INFORMAL</b>	<b>2 hrs</b>	4 hrs

Activity	Definition	Evidence Required	Formal or Informal	Allocated Hours	*Max per CPD year
<b>Contribution to the industry</b>  <b>MRS Regional Networks, Interest Groups, MRS Committee/Steering Groups, Sector networks</b>	Participation in meetings, boards or committees. Excludes attendance at social events.	Written confirmation of your participation by the organisers (if not MRS), copies of meeting minutes	<b>INFORMAL</b>	<b>1hr</b> per meeting	4 hrs

\*Max per CPD year for upgrade purposes

## 5. Certified Membership Routes to Entry - MRS CPD Requirements

Routes to CMRS via MRS CPD											
	Route 1	Route 2	Route 3	Route 4	Route 5	Route 6	Route 7	Route 8	Route 9	Route 10	Route 11
	MRS Diploma	Fast Track	MRS Accredited Masters	PhD or solo authored peer reviewed academic article e.g. IJMR	MRS Advanced Certificate	MMRS Membership Grade	Under or Post Graduate Degree	Apprenticeship: Market Research Executive/Social Research Degree	MRS Certificate Qualifications: <ul style="list-style-type: none"> <li>• MRS Cert in Qual Res</li> <li>• MRS Cert</li> <li>• MRS Cert in Int Skills</li> </ul>	MRS Accredited Training Programme – Non-Graduate	Relevant Professional Qual e.g. CIM, HND/HNC in relevant topic, Graduate M’ship of British Psychological Society
<b>No of years’ experience in a research related role</b>	3 yrs +	7 yrs + at a senior level	3 yrs +	3 yrs + level	3 yrs +	7 yrs+ at a senior level	3 yrs +	3 yrs +	4 yrs +	3 yrs +	3 yrs +
<b>No of years consecutive CPD in addition to achieving Qualification (if applicable)</b>	n/a	n/a	n/a	1 yr	n/a	1 yr	3 yrs - U/Graduate 2 yrs - P/Graduate	MR Executive - 2 yrs Social Res – 1yr	4 yrs	3 yrs	3 yrs
<b>Peer Review</b>	n/a	yes	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Members wishing to use CPD to contribute towards upgrading to Certified Membership will need to complete a minimum of 21 hours (14 formal hours & 7 informal hours) in a 12 month period. As an example, Members following Route 5 will need to have been awarded the MRS Advanced Certificate and then complete a further 1 year CPD, have gained 3 years + experience in a research related role, to achieve Certified Member status.

## 6. How to use the MRS CPD System

### Logging in

Once you have informed MRS that you wish to enrol for MRS CPD, within two working days you will receive an email from [cpd@mrs.org.uk](mailto:cpd@mrs.org.uk), confirming your request to register.

The CPD system is within [My Membership](#) on the MRS Website.

All members automatically have an account set up linked to their membership, the email address you provided is your username.

If you have already activated your MYMRS account, please sign in to access your CPD from [My Membership](#)

If you are unsure how to log onto to your MRS web account, please contact [membership@mrs.org.uk](mailto:membership@mrs.org.uk) and someone will talk you through the process.

## The Dashboard

Clicking on 'My CPD' will take you to the Dashboard.

Samantha Driscoll

MY DETAILS  
Name: Samantha Driscoll

Alerts

- Test alert  
3 hours ago
- Gaining a Competitive Advantage  
3 hours ago

Tasks

There are 7 users who have not received a [welcome email](#)

There are some unassigned items in your Portfolio.  
[List](#)

Shared Activities

test  
Shared Activity  
26 MAR

Cycle Details

Hours prescribed for cycle: 21  
Hours completed to date within the current cycle: 0

Diary

March 2014

M	T	W	T	F	S
24	25	26	27	28	1
3	4	5	6	7	8
10	11	12	13	14	15
17	18	19	20	21	22
24	25	26	27	28	29
31	1	2	3	4	5

You now need to create your Personal Development Plan (PDP). Your PDP will identify your professional development needs against the MRS Benchmark Standards. Click on 'PDP' on the top navigation bar and select 'Create a New Professional Development Plan'.

## Create your Personal Development Plan (PDP)

To create your new PDP, insert Title, Description and Start and End Dates.

The screenshot shows a web application interface for creating a new Personal Development Plan (PDP). The top navigation bar includes a menu icon, 'PDP', 'ACTIVITIES', 'RESOURCES', 'CPD PORTFOLIO', 'QUALIFICATIONS', 'PROGRESS REPORTS', and 'HELP'. The main heading is 'CREATE NEW PERSONAL DEVELOPMENT PLAN'. Below this is a form titled 'Create New Personal Development Plan' with the following fields:

- Title:** Presentation and Communication Skills
- Description:** To improve my presentation skills and communication with fellow employees and clients
- Start Date:** 26/03/2014 (format: dd/mm/yyyy)
- End Date:** 19/06/2014 (format: dd/mm/yyyy)

At the bottom left of the form is a red 'Save' button. At the bottom right is a 'Cancel' button. A red arrow points from the 'Save' button to the text 'Then Click'. Another red arrow points from the text 'This is the Help Panel...' to a red circular help icon in the top right corner of the form area.

Then Click

This is the Help Panel – it appears on most screens throughout the system, Click for handy tips.

## View your PDP

This screen allows you to view your PDP and add objectives. Objectives are what you need to complete in order to achieve your PDP.

The best way to organise your work into manageable chunks is to set short, medium and long-term objectives. Always remember, short, medium and long are all relative terms and will mean different things to different people, it all depends on you and your own circumstances.

It is also important to remember that these short-, medium- and long-term objectives are fluid and must be reviewed on a regular basis to ensure that they are still relevant. Your plan will then remain an effective tool to support your personal development.

In setting your objectives ask yourself 3 key questions:

- Where am I now?
- Where do I want to be?
- How can I get there?

**VIEW PERSONAL DEVELOPMENT PLAN**

View

Edit

Associations

Delete

**Title:** Presentation and ...      **Date Range:** 26/03/2014 - 19/06/2014      **Date Created:** 25/03/2014 14:35

**Status:** Open

<b>Trainee Name</b>	Samantha Driscoll	
<b>Title</b>	Presentation and Communication Skills	
<b>Description</b>	To improve my presentation skills and communication with fellow employees and clients	
<b>Status</b>	Open	
<b>Date Range</b>	26/03/2014 - 19/06/2014	
<b>Date Created</b>	25/03/2014 14:35	

▶ PDP Objectives

This personal development plan does not yet contain any PDP objectives.

[Add New PDP Objective](#)

Click here to add an objective(s) to your PDP.

### Adding a new PDP Objective

To create an objective, insert Title, Target Review and Completion Dates, Objective, Action, Resources Required and Measurement.

**ADD NEW PDP OBJECTIVE**

**Title:** Presentation and ... **Date Range:** 26/03/2014 - 19/06/2014 **Date Created:** 25/03/2014 14:35  
**Status:** Open

[Return to Personal Development Plan](#)

**Title \*** Improving my presenting skills and confidence to deliver better presentations

**Target Review Date** 07/04/2014 (dd/mm/yyyy)

**Target Completion Date** 14/04/2014 (dd/mm/yyyy)

**Objective \*** Increase my skills and confidence in delivering client presentations

**Action \*** Attend a training course

**Resources Required** Training Course on Presentation Skills and Confidence Boosting

**Measurement** After attending I will be far more confident and professional when presenting.

**Save PDP Objective** Cancel

Need help?

Click - You have now associated an objective with your PDP. You can create as many objectives as you require in order to achieve your PDP.

## Linking Your PDP to the MRS Benchmark Standards and/or Professional Development Framework.

You now need to link your PDP to the standards and/or framework, this is done via Associations

**VIEW PERSONAL DEVELOPMENT PLAN**

View

Edit

Associations

Delete

**Title:** Presentation and ...      **Date Range:** 26/03/2014 - 19/06/2014      **Date Created:** 25/03/2014 14:35

**Status:** Open

<b>Trainee Name</b>	Samantha Driscoll	
<b>Title</b>	Presentation and Communication Skills	
<b>Description</b>	To improve my presentation skills and communication with fellow employees and clients	
<b>Status</b>	Open	
<b>Date Range</b>	26/03/2014 - 19/06/2014	
<b>Date Created</b>	25/03/2014 14:35	

▶ PDP Objectives

Title	Target Completion Date	Status	Action(s)
Improving my presenting skills and confidence to deliver better presentations	14/04/2014	Not Completed	<input type="button" value="EDIT"/> <input type="button" value="MARK AS COMPLETE"/> <input type="button" value="DEL"/>

## Associate PDP to Benchmark Standards

Select the standard(s) that relate to your PDP

The screenshot shows a web interface for managing a Personal Development Plan (PDP). On the left is a sidebar with buttons for 'View', 'Edit', 'Associations', and 'Delete'. The main content area has a header with the following information: 'Title: Presentation and ...', 'Date Range: 26/03/2014 - 19/06/2014', and 'Date Created: 25/03/2014 14:35'. Below this, the status is 'Open'. A sub-header reads 'Associate Personal Development Plan with Membership Benchmark Standards'. Underneath, there is a section titled 'All associations' containing a list of 12 benchmark standards, each with a checkbox. Standards 6 and 11 are checked. To the right of the list are two icons: a blue document icon and a red circular icon. At the bottom of the list is a red button labeled 'Save and link to Professional Development Framework'. An orange arrow points from the word 'Click' below to this button.

**Title:** Presentation and ...      **Date Range:** 26/03/2014 - 19/06/2014      **Date Created:** 25/03/2014 14:35  
**Status:** Open

Associate Personal Development Plan with Membership Benchmark Standards

All associations

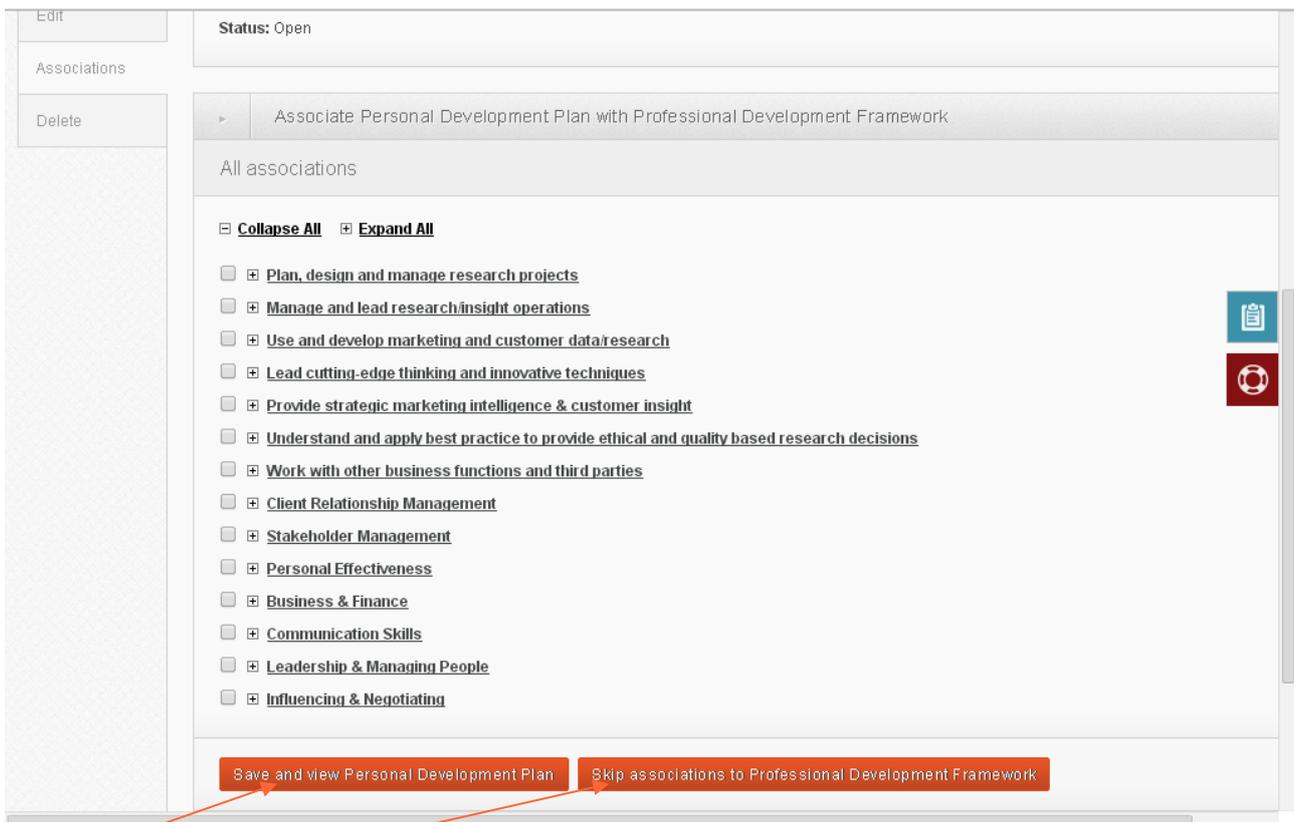
- Standard 1: Ethical & Legal Considerations Governing the conduct of MRS Members
- Standard 2: Research within its broad political/economic/social/technological context
- Standard 3: The role of research in decision making within an organisation
- Standard 4: Client & supply relationships
- Standard 5: Project management (inc. planning & use of resources)
- Standard 6: Oral&/ written communication skills
- Standard 7: Awareness & evaluation of research methodologies
- Standard 8: Conducting all or part of a research project
- Standard 9: A nominated specialist area in research
- Standard 10: Quality assurance in research
- Standard 11: Commitment to your own personal & professional development
- Standard 12: Commitment to the development of others/and or the profession

Save and link to Professional Development Framework

Click

### Option to Associate PDP to Professional Development Framework

You can also select the Professional Development Framework learning outcome(s) that relate to your PDP.



Click or skip and Click

## Achieving your PDP objectives

The next step is to add activities that can help you achieve your PDP objectives.

The screenshot displays the MRS CPD user interface. At the top left is the MRS CPD logo. The top right shows the user's name, Samantha Driscoll, and a power icon. Below this is a dark navigation bar with icons and labels for PDP, ACTIVITIES, RESOURCES, CPD PORTFOLIO, QUALIFICATIONS, and PROGRESS REPORTS. A HELP icon is also present. Below the navigation bar is a breadcrumb trail with arrows pointing to PDP, ACTIVITIES, RESOURCES, and CPD PORTFOLIO. To the right of the breadcrumb trail is a 'MY DETAILS' section showing the user's name, Samantha Driscoll. Below the breadcrumb trail and 'MY DETAILS' are several widgets: 'Alerts' (showing test alerts and competitive advantage), 'Tasks' (showing users who haven't received a welcome email and unassigned items), 'Shared Activities' (showing a shared activity on 26 MAR), and 'Cycle Details' (showing hours prescribed and completed). On the right side, there is a 'Diary' section for March 2014, which is a calendar grid. An orange arrow points from the 'ACTIVITIES' label in the navigation bar to the 'ACTIVITIES' breadcrumb in the breadcrumb trail.

March 2014						
M	T	W	T	F	S	
24	25	26	27	28	1	
3	4	5	6	7	8	
10	11	12	13	14	15	
17	18	19	20	21	22	
24	25	26	27	28	29	
31	1	2	3	4	5	

Click on 'Activities' on the top navigation bar and select 'Add your activity'.

## How to add an Activity

You have the option to either add your own activity, or select from Available Shared Activities.

Please follow the guidance below if you are adding your **own** activity i.e. in-company training, reading or non-accredited courses:

**ADD ACTIVITY**

Activity

Title \* Impact Magazine - Reading

Start Date \* 18/09/2014 10 :  
(dd/mm/yyyy hh:mm)

End Date \* 18/09/2014 12 :  
(dd/mm/yyyy hh:mm)

Activity Type \* Reading or Watching

Details  
Issue 6 July 2014 - Report - Will smarter use of metrics bring pay-for-performance to MR?

Recurrence

Link to this Activity

Supporting Resources

Select existing Resource:  
or  
**Create New Resource**  
Impact Magazine x

PDP Objectives

Add Your Learning Reflection

**Save and link to Membership Benchmark Standards** **Save Details** Cancel

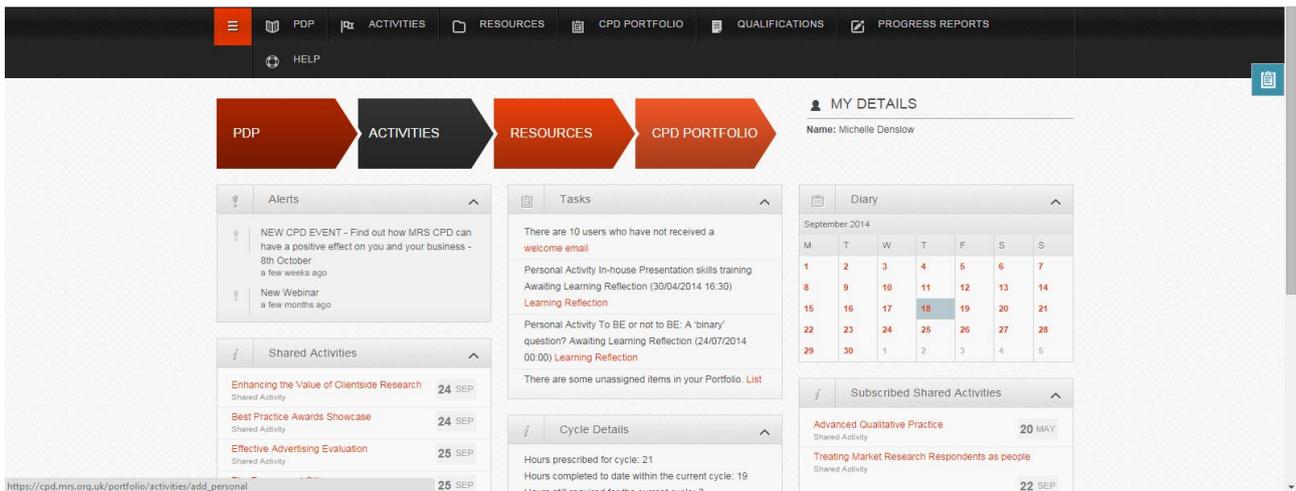
Need help?  
Contact your system administrator or call  
+44 (0)20 7566 1820

e-Portfolio/CPD Software & Design  
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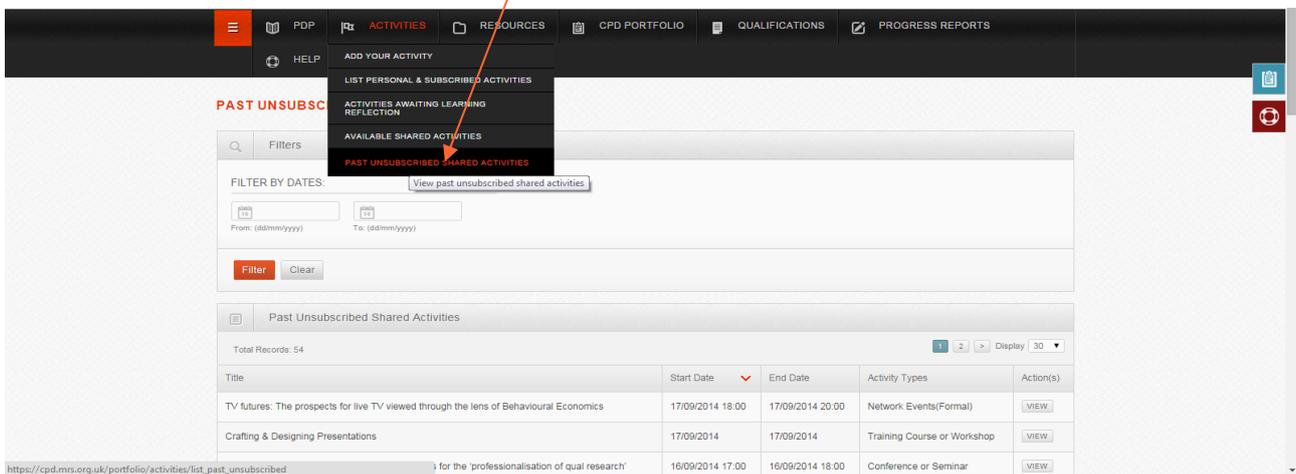
Then link this activity to your PDP objective(s), then Click to save and link to Benchmark standards.

Please follow the guidance below if you are adding a **past** event:

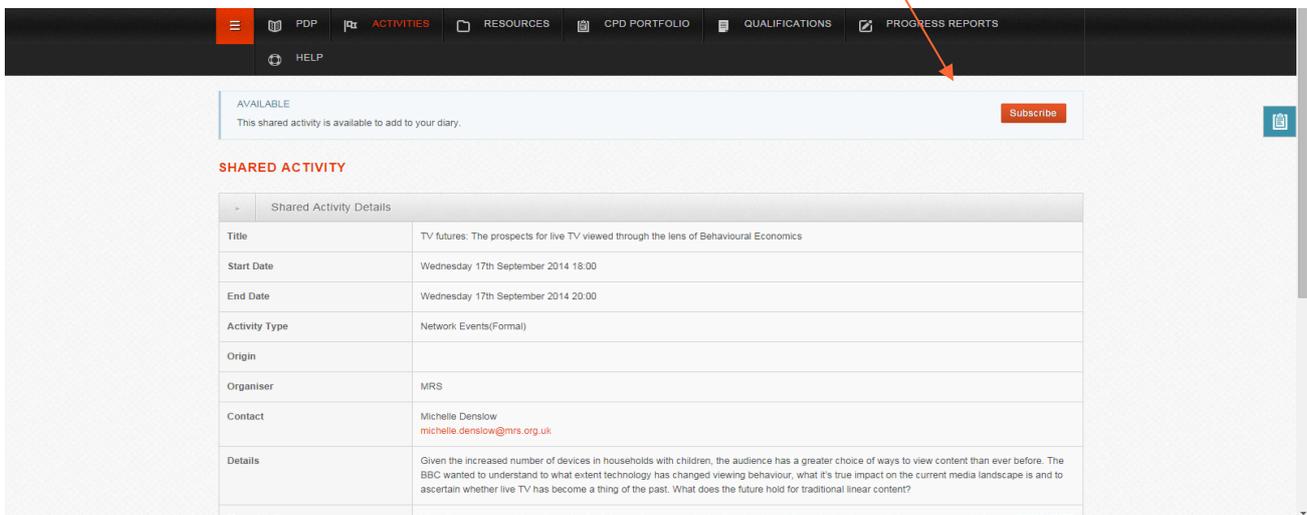
From the CPD home page, go to **Activities**



Click on **Past Unsubscribed Activities**



Click on the event you have attended (TV Futures). Click **Subscribe** which is in the top right hand corner.



Next go back to the **Activities** and click on **Activities Awaiting Learning Reflection** where you should find the event you have just subscribed to.

**ACTIVITIES AWAITING LEARNING REFLECTION**

Filters

FILTER BY TYPE: --All--

FILTER BY DATES: From: (dd/mm/yyyy) To: (dd/mm/yyyy)

Filter Clear

Title	Start Date	End Date	Activity Types	Action(s)
TV futures: The prospects for live TV viewed through the lens of Behavioural Economics	17/09/2014 18:00	17/09/2014 20:00	Network Events(Formal)	<a href="#">VIEW</a>
To BE or not to BE: A 'binary' question?	24/07/2014	24/07/2014	Conference or Seminar	<a href="#">VIEW</a>
In-house Presentation skills training	30/04/2014 09:00	30/04/2014 16:30	Training Course or Workshop	<a href="#">VIEW</a>   <a href="#">DELETE</a>   <a href="#">DUPLICATE</a>

Total Records: 3

Need help? Contact your system administrator or call

e-Portfolio/CPD Software & Design

Click on **View** on the event you wish to reflect on (TV Futures).

You next need to click on **Edit** on the left hand side of the page.

ACTIVITIES RESOURCES CPD PORTFOLIO QUALIFICATIONS PROGRESS REPORTS

HELP

SUBSCRIBED You are subscribed to this Shared Activity. [Unsubscribe](#)

**VIEW SUBSCRIBED SHARED ACTIVITY**

View [Edit](#)

**Title:** TV futures: The prospects for live TV viewed through the lens of Behavioural Economics

**Start Date:** 17/09/2014 18:00

**End Date:** 17/09/2014 20:00

**Activity Type:** Network: Events(Formal)

**Reviewed:** No

**Subscribed On:** 18/09/2014 10:27

**Associations**

- Membership Benchmark Standards : Research within its broad political/economic/social/technological context
- Membership Benchmark Standards : Awareness & evaluation of research methodologies
- Membership Benchmark Standards : A nominated specialist area in research
- Membership Benchmark Standards : Commitment to your own personal & professional development
- Professional Development Framework : Lead cutting-edge thinking and innovative techniques

[https://ced.mrs.org.uk/portfolios/portfolios\\_edit?entry\\_id=323](https://ced.mrs.org.uk/portfolios/portfolios_edit?entry_id=323)

Scroll down the page till you get to the tick box **Add Learning Reflection**. Tick box and reflect and add any resources which are applicable (i.e. training certificate, scanned slides). Finally, click **Save** at the bottom of the page.

The screenshot shows a form for adding a CPD activity. The 'Address' field is filled with 'MRS Training Suite, 15 Northburgh Street, London, EC1V 0JR, United Kingdom'. The 'Resources' field is empty with the text 'No resources have been associated with this activity.'. Below this is a 'Link to this Activity' section with a 'Supporting Resources' field and a 'Select existing Resource:' dropdown menu. There is a 'Create New Resource' button. The 'PDP Objectives' field is empty. The 'Add Your Learning Reflection' section is checked, and there is a large text area for 'Learning Reflection'. The 'Hours' field is set to '1.0 (specified by the CPD administrator)'.

Your CPD hours should appear on your home page under **Cycle Details**.

The screenshot shows the user's home page with a navigation bar for PDP, ACTIVITIES, RESOURCES, and CPD PORTFOLIO. The user's name is Michelle Denslow. The 'Cycle Details' section is highlighted, showing the following information:

- Hours prescribed for cycle: 21
- Hours completed to date within the current cycle: 19
- Hours still required for the current cycle: 2

There are two progress bars:

- Formal (Prescribed hours 14.0)**: 100% complete (yellow bar)
- Informal (Prescribed hours 7.0)**: 0% complete (grey bar)

Other sections on the page include Alerts, Tasks, Diary (September 2014 calendar), Shared Activities, and Subscribed Shared Activities.

Please follow the guidance below if you are adding a **future** event:

From the CPD home page, go to **Activities**

The screenshot shows the CPD home page for Michelle Denslow. At the top, there is a navigation bar with tabs for PDP, ACTIVITIES, RESOURCES, CPD PORTFOLIO, QUALIFICATIONS, and PROGRESS REPORTS. Below this, a breadcrumb trail shows PDP > ACTIVITIES > RESOURCES > CPD PORTFOLIO. The main content area is divided into several sections:

- Alerts:** Includes a notification for a new CPD event on 8th October and a new webinar.
- Shared Activities:** Lists activities like 'Enhancing the Value of Clientside Research' (24 SEP), 'Best Practice Awards Showcase' (24 SEP), and 'Effective Advertising Evaluation' (25 SEP).
- Tasks:** Shows a list of tasks, including 'Personal Activity In-house Presentation skills training' and 'Personal Activity To BE or not to BE: A 'binary' question?'.
- Diary:** A calendar for September 2014 with dates 1 through 30.
- Subscribed Shared Activities:** Lists activities like 'Advanced Qualitative Practice' (20 MAY) and 'Treating Market Research Respondents as people' (22 SEP).

Click on **Available Shared Resources**

This screenshot shows the same CPD home page, but with a dropdown menu open over the 'Available Shared Resources' tab. The dropdown menu contains the following options:

- ADD YOUR ACTIVITY
- LIST PERSONAL & SUBSCRIBED ACTIVITIES
- ACTIVITIES AWAITING LEARNING REFLECTION
- AVAILABLE SHARED RESOURCES** (highlighted) - View and subscribe to available Shared Activities
- PAST UNSUBSCRIBED SHARED ACTIVITIES

The background content is similar to the first screenshot, but the 'Shared Activities' list now includes 'Treating Market Research Respondents as people' (22 SEP), 'Advanced Questionnaire Design' (23 SEP), and 'Enhancing the Value of Clientside Research' (24 SEP). The 'Tasks' section also shows 'Personal Activity Presentation Skills Awaiting Learning Reflection' and 'Personal Activity APG: Holding your own with senior clients: Understanding business and finance Awaiting Learning Reflection'.

Select your chosen event from the list, Click **View**

**AVAILABLE SHARED ACTIVITIES**

Filters

FILTER BY DATES:

From: (dd/mm/yyyy) To: (dd/mm/yyyy)

**Filter** Clear

Available Shared Activities

Total Records: 84

Title	Start Date	End Date	Activity Types	Origin	Action(s)
Advanced Qualitative Practice	20/05/2014	27/11/2014	Training Course or Workshop		<a href="#">VIEW</a>
APG Training Network	17/09/2014	05/11/2014	Training Course or Workshop		<a href="#">VIEW</a>
Treating Market Research Respondents as people	22/09/2014 18:00	22/09/2014 20:00	Network Events(Formal)		<a href="#">VIEW</a>
Advanced Questionnaire Design	23/09/2014	23/09/2014	Training Course or Workshop		<a href="#">VIEW</a>
Enhancing the Value of Clientside Research	24/09/2014	24/09/2014	Training Course or Workshop		<a href="#">VIEW</a>
Best Practice Awards Showcase	24/09/2014 18:00	24/09/2014 18:00	Network Events(Formal)		<a href="#">VIEW</a>
Effective Advertising Evaluation	25/09/2014	25/09/2014	Training Course or Workshop		<a href="#">VIEW</a>
Advances in Qualitative Research	25/09/2014 09:00	25/09/2014 15:00	Conference or Seminar		<a href="#">VIEW</a>
The Empowered Citizen	25/09/2014 09:00	25/09/2014 09:00	Conference or Seminar		<a href="#">VIEW</a>
Introduction to Moderating	26/09/2014	26/09/2014	Training Course or Workshop		<a href="#">VIEW</a>
Consumer Psychology	26/09/2014	26/09/2014	Training Course or Workshop		<a href="#">VIEW</a>
How to Generate Ideas	29/09/2014	29/09/2014	Training Course or Workshop		<a href="#">VIEW</a>

Click **Subscribe**

**AVAILABLE**  
This shared activity is available to add to your diary.

**Subscribe**

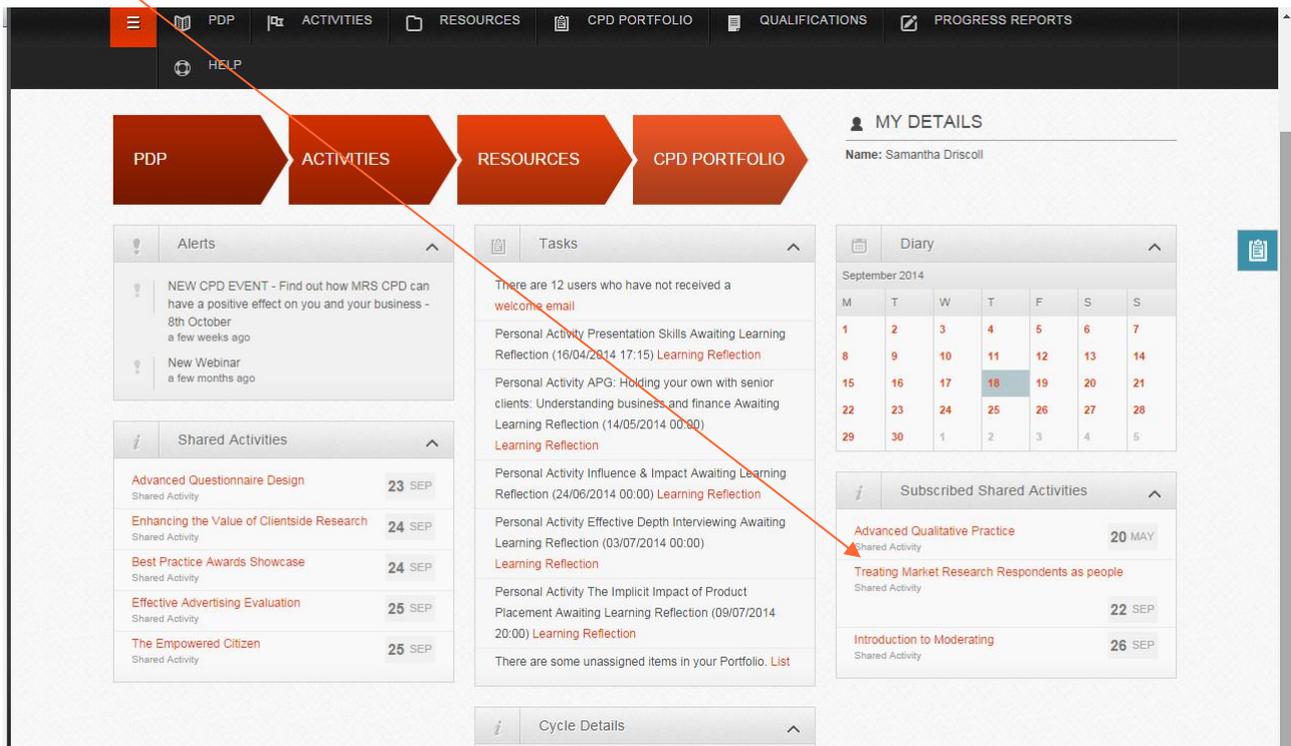
**SHARED ACTIVITY**

Shared Activity Details

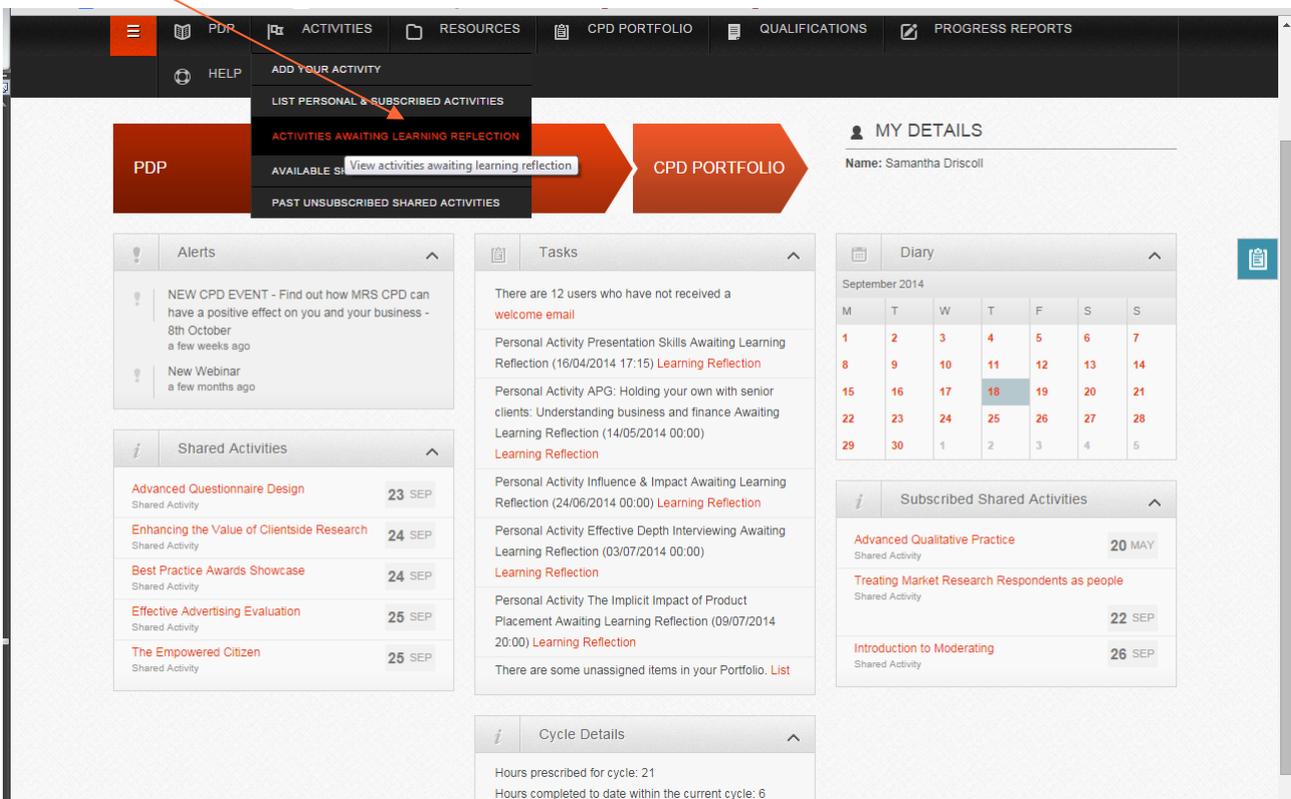
Title	Treating Market Research Respondents as people
Start Date	Monday 22nd September 2014 18:00
End Date	Monday 22nd September 2014 20:00
Activity Type	Network Events(Formal)
Origin	
Organiser	MRS
Contact	Hannah Crispin <a href="mailto:membership@mrs.org.uk">membership@mrs.org.uk</a>
Details	Prepare for an interactive session where our speakers from incling will bust some myths, show you what it's actually like to take part in research (you'll be surprised what you don't think about day to day) and share their key tips for generating better insight through better engagement

**Please note:** By adding a Shared Activity to your objectives you are not booking for that event, course or resource. You will need to complete a separate booking process with MRS.

Return to the 'Home' Screen. You will see the event is now showing as a **Subscribed Shared Activity**



Once you have attended the event, go to **Activities**, click on **Activities Awaiting Learning Reflection**



You will see a list of your activities awaiting learning reflection. Click on the activity you wish to reflect on and update with your learning reflection. Your CPD hours for this activity will appear in the **Cycle Details** box on the home page.

## Progress Reports

To view your CPD Progress, Click

The screenshot shows a user dashboard with a dark navigation bar at the top containing icons and labels for PDP, ACTIVITIES, RESOURCES, CPD PORTFOLIO, QUALIFICATIONS, and PROGRESS REPORTS. Below the navigation bar is a breadcrumb trail with buttons for PDP, ACTIVITIES, RESOURCES, and CPD PORTFOLIO. An orange arrow points from the text 'To view your CPD Progress, Click' to the CPD PORTFOLIO button. To the right of the breadcrumb trail is a 'MY DETAILS' section with a user icon and the name 'Samantha Driscoll'. Below the breadcrumb trail are several widgets: 'Alerts' with two items, 'Tasks' with two messages, 'Shared Activities' with one item, and 'Cycle Details' with two lines of text. On the right side, there is a 'Diary' widget showing a calendar for March 2014 with a grid of dates and numbers.

M	T	W	T	F	S
24	25	26	27	28	1
3	4	5	6	7	8
10	11	12	13	14	15
17	18	19	20	21	22
24	25	26	27	28	29
31	1	2	3	4	5

## 7. Moderation

MRS will select for moderation CPD records from all participants using the CPD programme as a pathway to upgrade their membership. A random sample of 10% of contributing participants using the system for non-upgrade purposes will be selected each year for moderation, to ensure adherence to and compliance with the programme rules.

Participants can be selected for audit up to three months after completing their CPD.

## 8. Enquiries

Participants wishing to submit feedback on the CPD programme can do so by emailing [cpd@mrs.org.uk](mailto:cpd@mrs.org.uk).

Members wishing to query a moderation decision have 10 working days to query the moderation decision.

All queries will be acknowledged within 3 working days and a full response sent by MRS within 10 working days.

Queries will be reviewed by MRS CPD Advisory Service. If, following the review of the feedback, any reasonable doubt arises as to the validity of the moderation decision, decisions relating to other members which may also be affected are reviewed, and if, necessary amended.

If MRS finds that the moderation decision should be upheld, this will be communicated to the member along with the rationale for upholding the decision.

## 9. Malpractice

### Identifying Malpractice

Malpractice is any irregular conduct, on the part of a participant undertaking CPD, which aims to enhance CPD recognition without having undertaken the necessary learning and development required to gain such recognition.

Examples of irregular conduct which constitutes malpractice includes:

- false claiming of hours
- plagiarism of another's work
- copying or collusion, or attempted copying or collusion
- altering or forging any results documents or certificates

### Dealing with malpractice

All cases of suspected malpractice are investigated thoroughly by MRS CPD Advisory Service.

#### Stage 1

Where a case of suspected malpractice has been identified the evidence is reviewed in the first instance by MRS CPD Advisory Service and the nominated moderator(s).

The MRS CPD Advisory Service and the nominated moderator review all available evidence related to the case. If they decide that there is no case to answer, they recommend that the participants CPD is confirmed.

If it is decided that the matter needs to be investigated further, the participants CPD record is withheld until a full investigation can take place.

## **Stage 2**

If further investigation is required, the MRS CPD Advisory Service contacts the participant to inform them of the decision. The participant is then required to provide MRS CPD Advisory Service with or a written statement and any further information which they have relating to the case. The MRS CPD Advisory Service and the nominated moderator review all of the information related to the case, including the MRS member's statement and any additional information provided. This review has three possible outcomes:

- The MRS CPD Advisory Service and the nominated moderator may recommend that the participant original CPD record is released unchanged.
- They may recommend that the CPD record is withheld permanently, with a stipulated period of time before the participant can re-register for MRS CPD.
- They may recommend that the CPD record is withheld permanently, and no further future CPD registration permitted.

In addition the participant may be subject to disciplinary if the malpractice were to breach the MRS Code of Conduct.

## **Completing investigations into malpractice**

The malpractice procedure outlined in this section is designed to ensure that decisions relating to CPD records are fair, consistent and based on full consideration of all the available information. MRS CPD Advisory Service aims to complete the investigation of cases of suspected malpractice within 8 weeks.

If participants wish to appeal against a malpractice decision which has involved them, they may do so using the published Appeals procedure.

## 10. Appeal Procedure

The Appeal process exists to enable participants in CPD to appeal against a moderation outcome to their CPD Record. The Appeal Procedure is rarely required and focuses on whether, in making the decision, the moderator acted appropriately, in relation to:

- Using procedures which were consistent with the twelve benchmark assessment criteria for Certified MRS Membership.
- Applying its procedures properly and fairly in arriving at judgements.

The Appeals procedure is not open to participants who feel that their performance may have been adversely affected by illness or other unforeseen circumstances which affected them at the time of their CPD submission.

### Participants considering an appeal

In the first instance, participants should raise and discuss their concerns with the MRS CPD Advisory Service and every effort should be made to resolve those concerns at this point. This may be by clarifying with the moderator involved the basis for the decision made.

If the issues have not been resolved to satisfaction, they may submit a written appeal to the MRS Managing Director ([debrah.harding@mrs.org.uk](mailto:debrah.harding@mrs.org.uk)) who considers all CPD Appeals.

### Submitting an appeal

MRS members who wish to lodge an appeal against the result of the moderation must do so in writing. Appeals must be made in writing (by letter, fax or email) addressed to the Managing Director (MD) within 20 days of the moderation results and must give a full explanation of the circumstances and grounds for the appeal.

An administrative fee of £100 + VAT is payable for appeals, which will be refunded if the moderation decision is overturned.

### Appeal procedure

In the first instance, written evidence from moderator and participant, relating to an appeal, will be considered by the MD. The aim of this stage is to decide if the evidence provides an appropriate basis for an appeal.

A written response to appeals will be sent to the participant. If the MD determines there is an appropriate basis for an appeal, arrangements will be made for moderation with an alternative moderator, to take place within six weeks of any Appeal.

If after the second moderation the participant is successful, no further action will be taken and MRS members will be upgraded immediately to MRS Certified Member.

If, after the second moderation with a new moderator, the participant still fails to meet the criteria for the Twelve Benchmark Standards for Certified MRS Membership, the MD will inform the candidate via the CPD Advisory Service that the original decision will not be overturned.

The result of any complaint or appeal addressed under these procedures is regarded as final by MRS. Participants may not re-apply for a subsequent CPD until six months has elapsed.







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Fax: +44 (0)20 7490 0608  
Email: [cpd@mrs.org.uk](mailto:cpd@mrs.org.uk)  
Website: [www.mrs.org.uk](http://www.mrs.org.uk)

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