

1. THE PRINCIPLE OF PMP

PMP is a vital element of the CPM Program. It is intended to identify, develop, promote, maintain and improve upon skills which constitute the dynamic expertise of the marketing profession in a rapidly changing world. As a catalyst, it is for ensuring that the professional development of marketers comes not from reacting to change but by initiating change, thus optimising their service to their clients and employers. To do so, PMP may consist of both structured and unstructured programs that fall within the criteria outlined herein.

2. PMP REQUIREMENTS

All CPM's are committed to complete a minimum of 100 points (of professional development - PMP - over a one-year period in order to retain their status.

For existing CPMs the amount of points should be 100 at the date of AMI membership renewal. In the first year of CPM issue the amount of points will be calculated based on the number of months certification before membership renewal.

Qualifying PMP activities should expand the participant's capacity to discharge their professional obligations and should have the following characteristics:

- an organised, orderly framework, developed from a clear set of objectives;
- a formal structure for imparting knowledge or information of an educational or technical nature;
- require active involvement by the participants;
- involvement must be capable of verification.

Activities such as lectures, courses, seminars, workshops, conferences, conventions, presentations, symposiums, summits, congresses, forums, masterclasses, trainings, roadshows conducted by AMI and other reputable bodies and educational institutions are generally acceptable since they meet the characteristics listed above. These activities may consist of both structured and unstructured programs.

3. RECOGNISED TYPES OF ACTIVITY

The Institute shall recognise the following types of activities as falling within the bounds of PMP. Primarily they have the ability to improve marketers' ability to meet their professional obligations.

3.1 Conferences, Events and Programs created and presented by AMI

Conferences and Summits presented by AMI alone or in conjunction with other professional bodies and designed to cater for a broad spectrum of member interests or for those in particular occupational groupings. These activities include Social functions, Awards events and judging for those awards.

3.2 Professional development activities presented by the AMI

Range of technical activities organised by AMI, either alone or in conjunction with other organisations.

3.3 Tertiary courses presented by accredited educational institutions

Formal courses conducted by Universities, Colleges of Advanced Education and accredited education institutions leading to a degree or diploma, *other than those undertaken as a pre-requisite for admission into the Institute.*

3.4 Appropriate developmental activities presented by experts under the auspices of academic institutions, reputable commercial educational establishments or other professional bodies

Courses presented by accredited educational institutions; seminars, courses, lectures, residential schools, workshops, conferences, presentations, symposiums, summits, congresses, forums, masterclasses, trainings, roadshows, conventions or technical activities presented independently or jointly by tertiary institutions, commercial educational establishments or professional bodies.

Certification exams, awards events or fundraising activities will not be recognised. Networking activities will not be recognised.

3.5 Researching, writing technical publications and refereed journals; preparation and delivery of technical papers other than those required to meet normal lecturing or work commitments.

Actual time engaged in researching material, writing publications and refereed journals may be claimed, whether the final product is in the form of a textbook or an article in a professional journal. *This should not include time devoted to layout, artwork, design and similar issues.*

Time spent in preparation and presentation of lectures, courses and seminars may be claimed except for repeats of presentations which are substantially similar in form or content.

3.6 Creating marketing related relevant content for media, preparation and delivery of educational programs (workshops, presentations, webinars, podcasts) aimed to uplift the level of professionalism in marketing industry.

Actual time engaged in researching material, content creation may be claimed, whether the final product is in the form of a video, article, presentation, audio recording, training materials, textbook or an article. *This should not include time devoted to layout, artwork, design and similar issues. Those activities can't be claimed in case they are the part of the job role.*

Time spent in preparation and presentation of lectures, courses and seminars may be claimed except for repeats of presentations which are substantially similar in form or content.

3.7 Service on technical, research or special interest committees under the auspices of AMI, other professional bodies or organisations

Membership of technical, research or special interest committees, discussion or study groups where objectives are defined and specific contributions required of members, usually involving both independent and collective study, review and analysis of designated material or issues.

3.8 Structured and unstructured self-study or self-improvement programs, including reading, self-study video, audio packages, webinars, online translations, webcasts, podcasts, technical journals, business periodicals, professional magazines.

Structured study programs designed for individuals, which may or may not involve interaction with tutors or other individuals and may or may not include assignments, exercises or tests, whether or not these are submitted for assessment.

Self-study courses may include several learning media and/or distance learning aids e.g. note combined with audio or video tapes; computerised or other electronic links. Certification exams will not be recognised.

Unstructured self-study or self-improvement activities such as reading of books, technical journals or business periodicals may be included. *Time claimed for this form of unstructured activity must not account for more than 10% of the total points required by PMP over a one year period (i.e. 10 points), more than that will not be recognised.*

3.9 Appropriate developmental activities presented by the member's employer

"Inhouse" or internal courses, schools, presentations or similar activities arranged by a member's

employer and presented either by that employer's staff, individuals or organisations engaged by the employer or a combination of these.

The contents of such activities will be designed to expand the member's knowledge, or skill base, in areas other than those directly related to his/her everyday tasks. *Obligatory training in job functions or work related meetings will not be recognised.*

3.10 Mentoring within a recognised AMI Mentor Program

CPM's who act as mentors within a recognised AMI Mentor Program and conduct research or self-study as part of their mentoring activities can claimed that time in this category. Tutoring activities or any other mentoring program not related with AMI will not be recognised.

4 PMP EXECUTION

4.1 The weighting

Type of activity	Category of activity	PMP Point *
<i>AMI activities where specified below, have the double weighting factor (x2) – these point allocations have already been calculated below</i>		
AMI Judging	3.1	40 points
AMI Social function	3.1	5 points
AMI Mentoring	3.10	40 points
AMI Marketing Excellence Gala attendance	3.1	15 points
AMI Predictions Series	3.1	20 points
AMI Marketing Showcase	3.1	15 points
AMI AGM	3.1	5 points
AMI Online Chat (within AMI Learning hub)	3.8	4 points
Conference, Presentation, Symposium, Summit, Congress, Forum, Roadshows, Conventions	3.1, 3.4	16 points [^]
Presentation (attended)		4 points [^]
Courses, seminars, workshops, lectures, training	3.2, 3.3, 3.4, 3.9	1 hour of study = 2 points [^]
Webinar (attended)	3.2, 3.9	2 points [^]
Researching, Writing, Content creation, Presentations	3.5, 3.6	1 hour of activity = 2 points [^]
Self-study or Self-improvement programs	3.8	1 hour of activity = 2 points

[^]To be doubled for AMI run or endorsed activity

4.2 CPM Certification Continuance

For CPM's to comply with their obligations under PMP, a complete tally of points shall be submitted 30 days prior the date of membership renewal before CPM status is endorsed for the upcoming year.

4.3 Integrity of CPMs

The essential ingredient of CPM is integrity. The professional is a member of a self-regulating profession that has standards, guidelines, provisions and resources for compliance and public recognition. It is the final responsibility of the professional to interpret an activity and to judge within the guidelines whether this activity was personally and professionally developing. No professional can delegate fully all personal responsibility to a set of rules or pronouncement and still remain a professional. This

personal responsibility is the lifeblood of a healthy professional body.

All CPM's are required to undertake PMP in order to retain their CPM status and shall accurately record their participation in professional maintenance according to the format set out by AMI.

4.4 Deciding on activities to report

Over the year a CPM may have participated in a wide range of activities. The fundamental criterion in deciding which activity to report is whether they expanded the participant's capacity to discharge his or her professional obligations. As members of a professional body, those participating in an activity are in the best position to judge its relevance in terms of the foregoing.

4.5 Claiming PMP Time

Only the actual time during which a CPM participates in a recognised type of activity may be claimed. For the purpose of the annual report, the aggregate time spent on each type of activity should be shown to the nearest half hour, converted into points according to the guideline's paragraph 4, listed and calculated in PMP tracking form provided by AMI.

4.6 Retaining Records

For audit purposes it is required that CPM's retain suitable records and any supplementary documents (e.g. course acceptance, course materials) for the last year and to submit such details if called upon to do so by AMI, i.e. if the member is called upon to submit PMP. AMI will not keep a record of the PMP submitted tracking form after the audit. CPM is responsible for keeping the PMP activity log.

5 CERTIFICATION

All CPM's will be reminded of their PMP requirements (a reminder is sent 60 days prior to membership renewal; the PMP tracking form should be submitted 30 prior the certification renewal) and that compliance with PMP requirements is mandatory for retention of their CPM status. These members will stay within PMP if they:

- have undertaken sufficient PMP activities to meet the stated requirements for retention of CPM status;
- submit a log stating their activities in the specified format;
- are able to submit details of the PMP undertaken during the last year if called upon to do so by the Institute;
- will continue to honour their PMP obligations.

6 DECERTIFICATION OF CERTIFIED MEMBERS

CPM's failing to comply with PMP requirements or produce appropriate records will be encouraged to revive their professional maintenance over the following three months.

Their CPM certification will be renewed accordingly. However, the performance of such member will be highlighted for special attention by the Institute over the said period and during the next year of their membership they'll still have to complete a minimum of 100 hours of professional development for their CPM certification will be renewed.

The Institute shall decertify Certified Practising Marketers who:

- fail to fulfil the PMP requirements stated herein;
- becomes bankrupt;
- ceases to be member of the Institute;
- is charged and convicted of criminal offence by a Court of Law in Australia, or any other country;
- acted contrary to the Code of Professional Conduct of the Institute;

Together with the decertification advice the Institute shall insist on the removal of the CPM logo.

AUSTRALIAN MARKETING INSTITUTE

**CERTIFIED PRACTISING MARKETER
PROFESSIONAL MAINTENANCE PROGRAM**

POLICY GUIDELINES

