

Money Marketing CPD Centre signs up 3,000 advisers

21 December 2012 9:30 am

The Money Marketing CPD Centre has signed up over 3,000 advisers since launch two months ago.

The online platform, free to all readers, is powered by our technical division Taxbriefs and Redland Business Solutions.

It acts as supplier, tutor, recorder and verifier of all your CPD activities and will deliver all records when applying to maintain your Statement of Professional Standing. We have also set up a [LinkedIn group](#) to discuss the centre or any other CPD issues.

It is accredited by the CII, the Institute of Financial Planning and ifs School of Finance.

Advisers need to undertake a minimum of 35 hours CPD each year, 21 of which must be structured, designed to meet a particular learning outcome and capable of being independently verified.

Jo-Anne Smithson, chief executive of national IFA firm Investors Planning Associates, says: "We have found it to be intuitive and easy to navigate.

"We are already uploading the training plans for our advisers, secure in the knowledge that they will receive regular reminders to keep on track with their CPD during the course of the year.

She adds: "We really appreciate the link-up with Taxbriefs to provide updates which will ensure that all of our advisers will be able to keep their fingers on the pulse in this constantly changing environment."

"CPD could just be viewed as another layer of red-tape and box-ticking, but we feel that the Money Marketing CPD Centre will help our advisers genuinely gain from the new CPD requirements and thus allow for an efficient use of their valuable time.

"Of course, the fact it is offered free of charge is also greatly appreciated when regulatory costs only ever head upwards at an exponential rate."

Howard Gannaway acts as non-executive director to a number of IFA firms. He says: "The CPD Centre is very easy to use and doesn't soak up time spent trying to find your way around. The dashboard is clear and fast and easily maps to FSA requirements. Entering learning records is quick and straightforward, whether you are using the site's excellent integrated learning content or uploading content from elsewhere. It's a time-saver for busy advisers."

Online community PanaceaIFA is offering access to the CPD Centre through its website. Chief executive Derek Bradley says: "This versatile and easy-to-use tool will provide advisers with the ability to track and manage their CPD hours throughout the year, ensure they are covering all areas and provide feedback on progress.

"The flexibility of this tool also allows advisers to input additional study or events attended to count towards their CPD score. We believe that it will be of real benefit to the adviser community."

Institute of Financial Planning chief executive Nick Cann says: "CPD has always been important but from next year the recording and evidencing becomes a regulatory requirement. Access to good quality accredited material and events is going to be crucial as individuals plan their programmes and recording of activity equally so.

"The IFP is pleased to be working with Money Marketing and Taxbriefs to ensure our members get access to a wide range of relevant learning that will enable them to do their jobs better."

CII director of accreditation services Tamsin Mills says: "Continuing professional development is an integral part of professionalism, encouraging customer confidence by maintaining standards of technical expertise and practical application of knowledge. The CII is pleased to award the Money Marketing CPD Centre CPD Accreditation and we recognise this online solution will be of great value to readers looking to meet the new regulatory requirements being introduced from the start of next year."

Plan Money director Peter Chadborn says: "For an independent organisation like Money Marketing to be offering

this service for free, backed by the quality of Taxbriefs, is very impressive.

“There is a real danger CPD will be seen as low on the list of adviser priorities. There is a definite need for an effective and efficient way to meet and log CPD requirements.”

MGM is one of the CPD Centre sponsors. Pensions technical director Andrew Tully says: “The easy-to-use, quality content helps advisers to complete their ongoing development when it suits them to do so.

“It also reduces the frustrations of having to keep lots of paperwork.”

Click [here](#) to find out more about the CPD Centre, including a video and quick start guide or click [here](#) to go straight to the CPD Centre



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