



Building Better Engagement

How RIBA is evolving the CPD events programme

October 2026 | Daniel Crellin, Head of Global Professional Learning & Development Programmes



Why Are We Talking About CPD Events?

They **continue to create value** for both architects and manufacturers

But **expectations** around learning, engagement and event experiences continue to **evolve**

To better understand what matters most, **we've been listening** to architects, specifiers and manufacturers.



We've Been Listening

Architects told us they value:

- Trusted learning
- Practical project insight
- Specialist expertise
- Case studies and real-world examples
- Opportunities for discussion

Manufacturers told us they value:

- Access to architect audiences
- Opportunities to share expertise
- Professional credibility
- Relationship building
- Meaningful engagement



One Theme Came Through Consistently

Engagement doesn't start when an event begins



And it doesn't end when an event finishes

How We're Responding

Audience Growth

Helping more architects discover CPD opportunities

Event Experience

Supporting high-quality, engaging learning experiences

Visibility

Helping maximise exposure for manufacturer expertise

Promotion & Communications

Making promotional opportunities clearer and easier to use

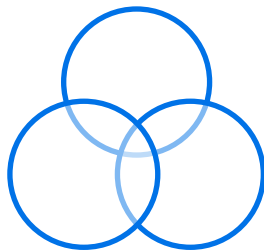
Performance Insights

Improving understanding of engagement and event performance

CPD Events in 2027

A Flexible Programme of Learning Opportunities

- CPD Hours (online)
- CPD Expos (online): themed
- CPD Expos (in-person)
 - Regional
 - London



Our ambition

Move from isolated formats and interactions to ongoing engagement from a wider range of specifiers.

2026 Highlights

- 75 events delivered
- 20k registrations
- 93% positive feedback
- 290 average registrations CPD Hours
- 390 average registrations CPD Expos (online)
- 85 average registrations CPD Expos (Regional)
- 301 average registrations CPD Expos (London)

What Makes a Successful Session?

The strongest CPD sessions:

- Address real project challenges
- Focus on practical application with case studies and examples
- Encourage audience interaction
- Ensure speaker has technical knowledge
- Put learning before promotion

Looking ahead:

- Refresh existing content
- Develop new assessed content
- Respond to emerging industry priorities
- Keep repeat audiences engaged



Hints & Tips for Maximising Impact

Before the Event

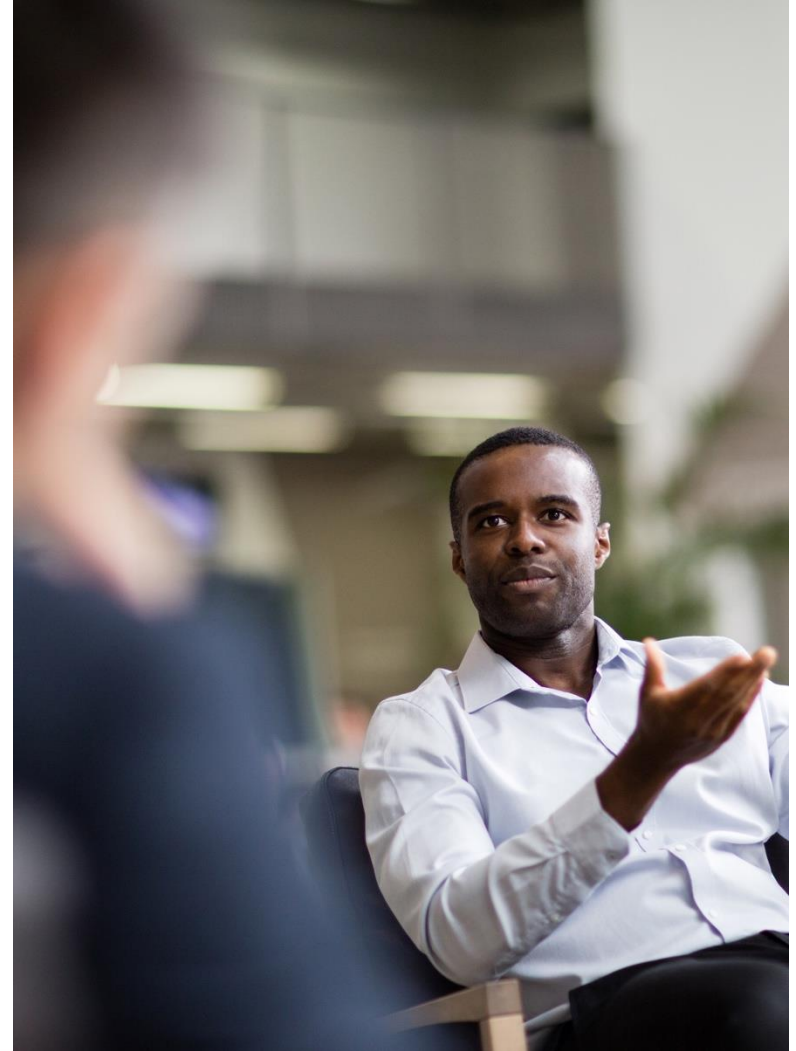
- Promote attendance
- Brief your team & align objectives
- Confirm presentation topic & speaker

During the Event

- Educate first
- Start conversations and engage
- Understand challenges
- Maximise trade stand & stay for duration

After the Event

- Follow up quickly
- Continue conversations
- Build relationships





Thank you

Creating better learning experiences through stronger partnerships