



CPD Success Programme

by Eva Woode

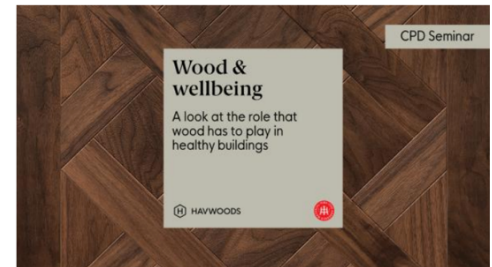
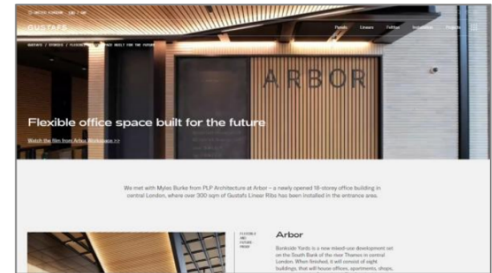
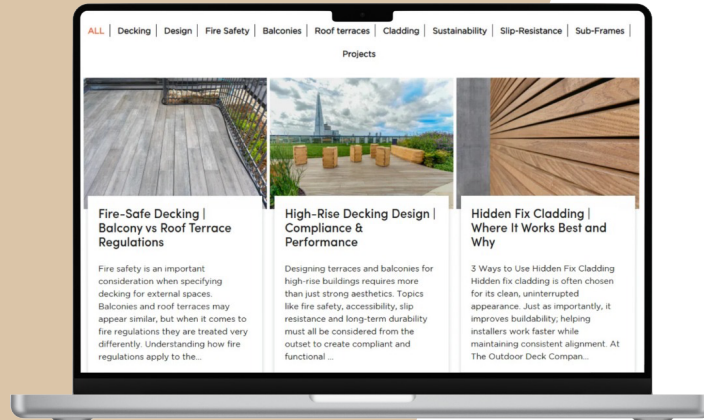
Eva Woode

- Founder of Edify Content Studio
- Making technical subjects clear and engaging
- Content built around what architects need



Edify Content Studio

- Content for building product manufacturers
- Technical knowledge + marketing expertise
- CPDs, case studies, thought leadership, newsletters



CPD Success Programme



WEBINAR SERIES:
CPD SUCCESS PROGRAMME


Workshop 1
Foundation
Presented by Eva Woode



WEBINAR SERIES:
CPD SUCCESS PROGRAMME


Workshop 2
Developing the CPD
Presented by Eva Woode



WEBINAR SERIES:
CPD SUCCESS PROGRAMME


Workshop 3
Launching and beyond
Presented by Eva Woode



WEBINAR SERIES:
CPD SUCCESS PROGRAMME


In Conversation
A manufacturer's perspective on CPDs
Coopers Fire



WEBINAR SERIES:
CPD SUCCESS PROGRAMME


In Conversation
A manufacturer's perspective on CPDs
Mumford & Wood



WEBINAR SERIES:
CPD SUCCESS PROGRAMME


In Conversation
An architect's perspective on CPDs
Formation Architects



Getting more from your CPD



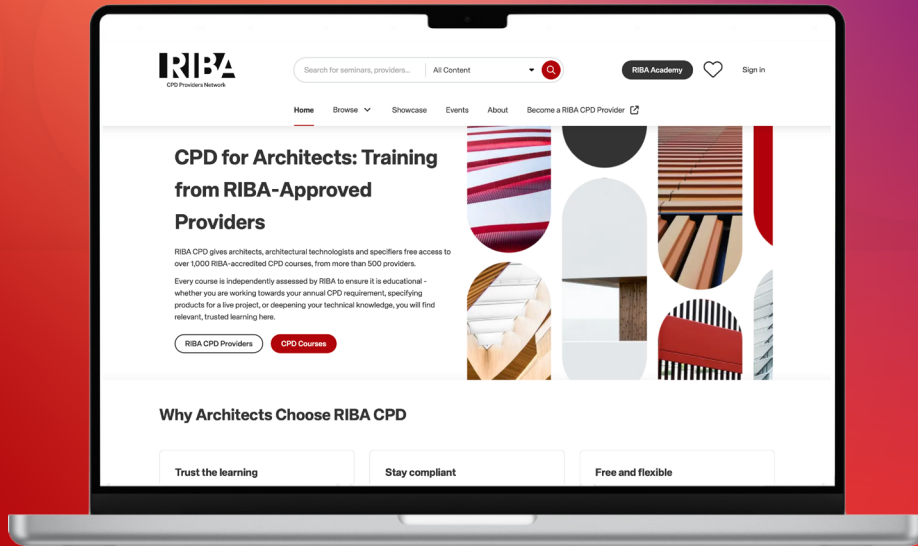
Relevant CPD topics

Reaching the right audience

Engaging delivery

Effective follow-up

Long-term value



Workshop 1

Foundation



WEBINAR SERIES:
CPD SUCCESS PROGRAMME



Workshop 1

Foundation

Presented by Eva Woode



“ A successful CPD starts with what your audience needs to know, not what you want to tell them.

Choosing the topic

Getting the right people

Planning the project

Workshop 2

Developing the CPD



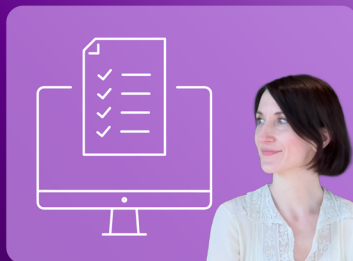
WEBINAR SERIES:
CPD SUCCESS PROGRAMME



Workshop 2

Developing the CPD

Presented by Eva Woode



Workshop 2

“ Build the story first. The slides come later.

Building the narrative

Developing the content

Preparing for accreditation

Workshop 3

Launching and beyond



“Getting accredited is not the finish line.

Launch and promotion

Delivery and follow-up

Longer-term engagement

In Conversation Coopers Fire



WEBINAR SERIES:
CPD SUCCESS PROGRAMME



In Conversation

A manufacturer's
perspective on CPDs

Coopers Fire



“CPD can build technical understanding and commercial relationships.

Sharing technical expertise

Building relationships

From CPD to project

In Conversation Mumford & Wood



WEBINAR SERIES:
CPD SUCCESS PROGRAMME



In Conversation

A manufacturer's
perspective on CPDs

Mumford & Wood



“What can we learn from a manufacturer delivering CPDs week in, week out?”

Generating bookings

Engaging audiences

Measuring success

In Conversation Formation Architects



WEBINAR SERIES:
CPD SUCCESS PROGRAMME



In Conversation

An architect's
perspective on CPDs

Formation Architects

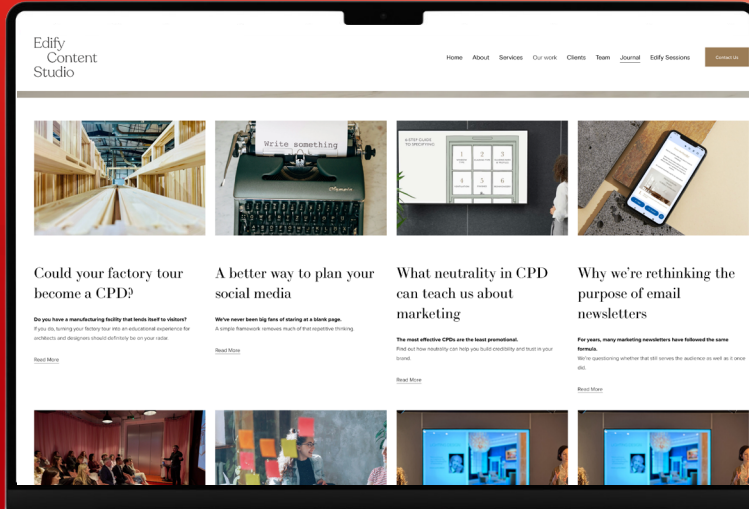


“What do architects actually
want from manufacturer CPDs?”

Choosing CPDs

What makes them useful

Dos and don'ts



Thank you.

e hello@edifycontentstudio.com

w www.edifycontentstudio.com