

CPD Success

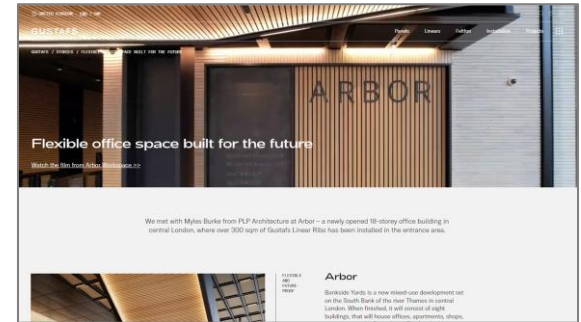
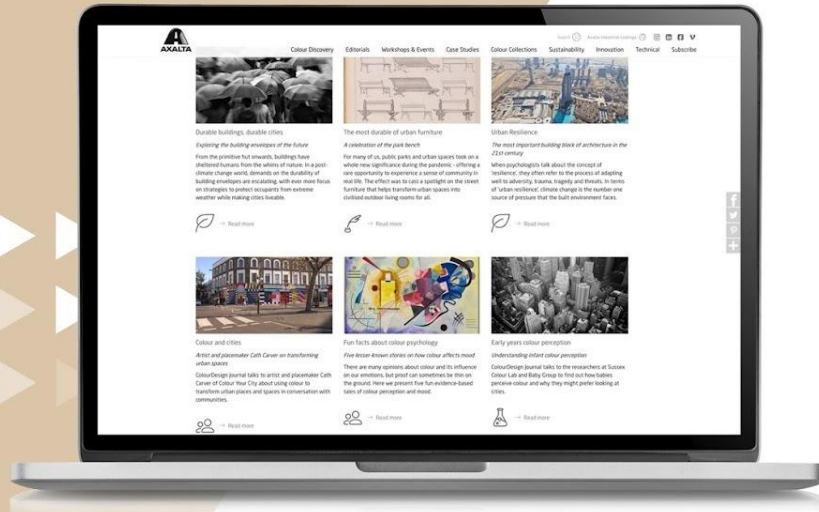
3 tips for successfully using CPDs
in your specification marketing



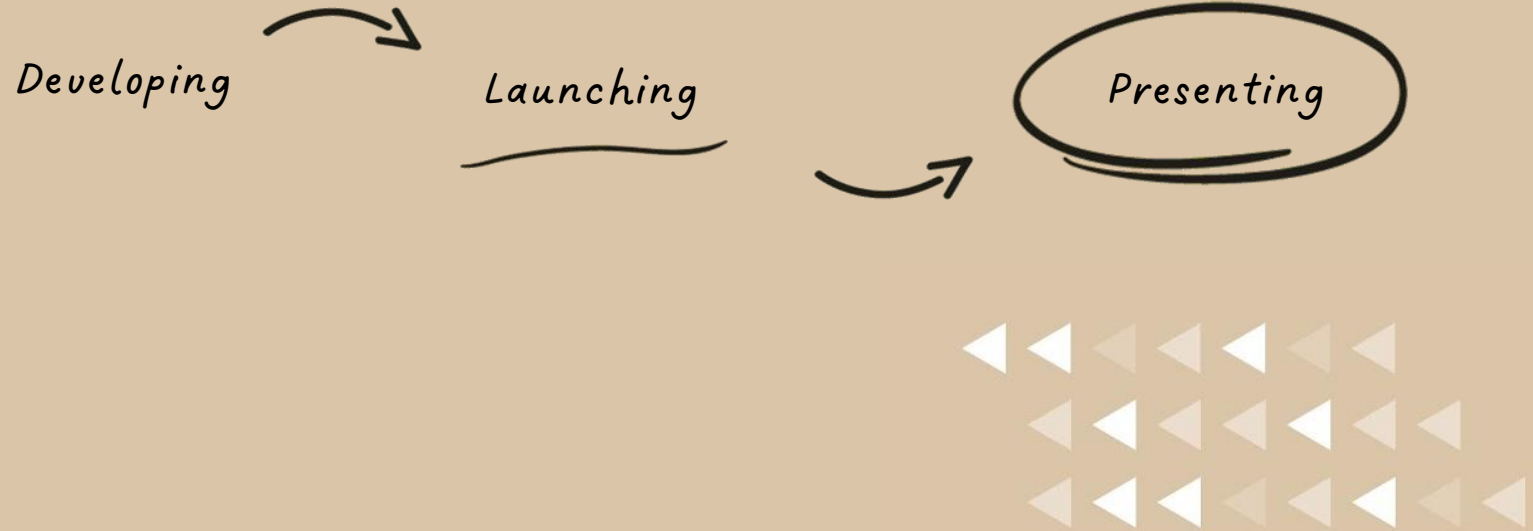
Edify
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Who?

- Eva Woode, founder of Edify Content Studio
- Technical knowledge + marketing expertise
- CPDs, editorial writing, thought leadership



CPD success



1. What are you talking about?

*Clearly defined
topic*



Work out the narrative

Less is more

2. The presenter



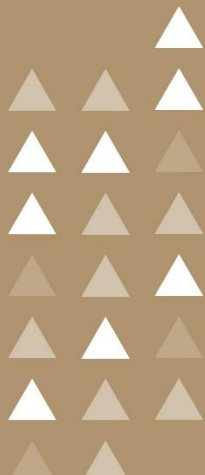
Important!



Who in your team?



*Training +
ownership*



Your website



Who in your team?



3. The bookings



Standardise the process





Summary



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Five steps for creating a CPD seminar: part one

Creating a CPD takes considerable time and effort.

Make sure you have the best chance of getting it right with our tried and tested process.

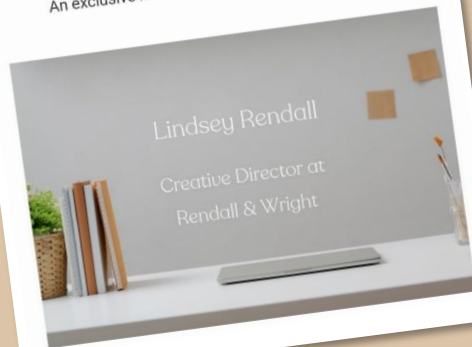
From the Specifier

What do specifiers really want when it comes to product marketing?

We're excited to share this first edition of 'From the Specifier' with you.

Each month we'll chat to a different designer or architect and share their answers.

An exclusive newsletter, only for our subscribers!



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