

How to list education on CPDmatch

Make sure you're logged in as an education provide then access the **list education** page by either:

1. Clicking on the top-right circle followed by **list education** in the drop-down menu.
2. From the top-left **list education** button on your dashboard.
3. Using the **list new event** button on the Organiser Course Admin screen.

The following (***=mandatory**) should then be entered:

***Title:** Be clear to help visitors find your education as the title text is used by our predictive search. Use only commonly recognised abbreviations and acronyms.

***Overview:** A concise summary which should tell people why they should attend or for an article or on-demand resource, why they should access. The overview text is used by our predictive search.

***Description:** Provide details and 'hyperlink' to agendas, brochures, or web pages to minimize typing. We signpost users to your site so there's no need to duplicate all information but **learning objectives** are recommended. If you're listing an article, insert the abstract or summary. Make it clear if there are any restrictions to attending an event (e.g., attendees from a specific region only).

***Education webpage or booking email address:** This is the link to your own website, booking platform or the email address of the individual receiving bookings. Use **copy and paste** to reduce the risk of error.

***Education type:** Select **on-site** (in person), **virtual** (accessed via computer/mobile device or a distant learning course), **hybrid** (individuals can attend either on-site or virtually) or **article**.

***Education sub type:**

- **Scheduled** = attendees must be present at the specified date and time.
- **On-demand** = attendees can access anytime. For **on-site on-demand**, an arrangement is made between you and attendees with a "delivered at the attendees' place of work" option available.

Accredited CPD points/hours or academic credits: Don't be put off if your education is not accredited as we expect users to decide what's useful from your description. You can also enter free text such as 'pending'.

***Date(s):**

- Hover the mouse and a calendar box will appear. Use the arrows then click once on the start date and once on the end date. If the education runs for a single day, click twice on the same date.
- Rapid selection 3-, 6- and 12-month buttons appear for on-demand education.
- If your education runs for more than one day but dates are 'split' (non-contiguous), enter only the first date and explain about subsequent dates within the objectives and/or description.
- Following your education's end date, all data is retained for relisting for 1 year.

Closing date: If your education has a closing date for applications, click the checkbox and enter the date. Your education will remain visible until the date entered. You can edit and extend this date at any time.

Times: Can be entered for scheduled activities which run for 5 days or fewer - 24-hour clock (GMT/BST). Always remember to enter a finish time and don't worry if times are to be confirmed, just leave blank.

***Cost:** We provide 7 options to ensure this can be presented clearly. Make it easy for applicants by quoting prices inclusive of VAT. Tick the **UN Global Goals** checkbox if you have a lower rate for low- and middle-income countries. We can then showcase your organisations as an **inclusive and equitable education provider**.

CPDmatch discount code: This appears for registered users of CPDmatch when they view your education.

***Location (for on-site education):** Auto-populates from your profile but easily changed. Postcode search UK only. You will not be asked for an address if the activity is delivered at the attendees' place of work.

***Contact email:** Auto-populates from your profile but easily amended for an individual listing.

Telephone: Auto-populates from your profile but easily amended for an individual listing.

***Listing subjects:** To ensure your education is matched to interested individuals, select categories which best represent your education content rather than who you think may be interested (it's often hard to predict). It's best to pick 1 specific category than broad ones which are less relevant.

Status and visibility: Select whether you want the advert to be public, private, or draft then click save. When public, your course is immediately visible. A draft activity does not need to have all the data fields completed. Changing an activity status to private retains the information but hides the activity from public view.

Course full: When ticked, informs visitors the activity is full but permits them to email your organisation if you have enabled 'email newsletter' in your account settings.

Course actions: Click save and you will see the 'user view' so you can check and edit if required. We recommend clicking on the book/arrange/access/read button (opens a new window) to confirm the link is correct.

Additional listing and activity management tips

When viewing your dashboard, click **education** and the advert tiles will appear. Click a tile for options:

- **View:** See the advert as it appears to a site visitor.
- **Promote:** This 'pins' the advert to the top of the search results for 1 week to improve visibility.
- **Edit:** Opens the education for editing and/or changing the course status or visibility.
- **Destination:** Opens the destination website address for the education in a new window.
- **Remove:** Does exactly as you would expect and deletes the advert completely.
- **Duplicate:** Copies the advert so you can list as a similar activity, e.g., for a different date or venue.

Push credits are used to purchase additional CPDmatch services. Register a payment card in your profile and click on the **buy credits** button at the top of your dashboard. Alternatively, you can ask for a quote via the link on the **buy credits** page.

Push credits are required for 'corporate' providers to list education and for all organisations to **promote** activities or become **featured**. A featured provider is pinned to the CPDmatch homepage for a week with a dedicated link to all your activities and provider page.