

RIBA

The RIBA Journal

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Learning



CPD Features & Videos

2018

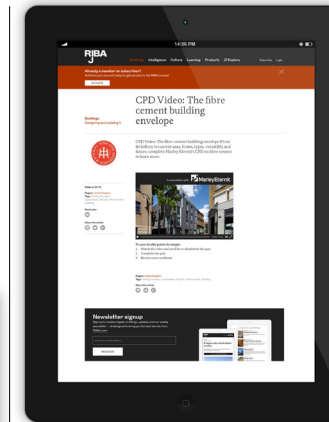
ribaj.com/learning

The RIBA Journal has been at the heart of the profession for 120 years – informing and inspiring; educating and supporting; exciting and entertaining generations of architects and built environment professionals.

With an audited circulation of 27,580 the RIBA Journal has the largest ABC audience of any UK architecture title including weeklies and monthlies.

RIBAJ.com has over 42,000 page impressions from nearly 18,000 unique users every month.

On Twitter we have over 59,000 followers.



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CPD keeps architects and construction professionals up-to-date with the right skills and core competencies

RIBA members are obliged to undertake at least 35 hours of CPD and 100 learning points each year.

The RIBA CPD Core Curriculum comprises of ten key topics to ensure overall competence in architecture. Chartered members are required to undertake 20 of the required 35 hours from the ten topics in this curriculum, with two hours per topic per year.

- ① **Being safe:** health and safety
- ② **Climate: sustainable architecture**
- ③ **External management:** clients, users and delivery of services
- ④ **Internal management:** professionalism, practice, business and management
- ⑤ **Compliance:** legal, regulatory and statutory frameworks and processes
- ⑥ **Procurement and contracts**
- ⑦ **Designing and building it:** design, construction, technology and engineering
- ⑧ **Where people live:** communities, urban and rural design and the planning process
- ⑨ **Context:** the historic environment and its setting
- ⑩ **Access for all:** universal or inclusive design

RIBA approved CPD material, exclusive to RIBA CPD Providers Network, earns double CPD points. A full listing is available on ribacpd.com

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Our dedicated Learning section on RIBAJ.com offers members innovative and effective CPD

- One of the ways RIBA members can meet their CPD obligation is to read the RIBA certified technical section in RIBAJ or complete one of our RIBA approved “RIBAJ CPD Features” or “RIBAJ CPD Videos”, and earn double CPD points
- They provide a CPD material option that RIBA CPD Providers Network members can take advantage of in addition, as an exclusive benefit of their subscription – creating different types of CPD for RIBA members to learn from. These will be launched on RIBAJ.com and subsequently be available as ‘CPD Articles’ and ‘Online CPD Videos’ on ribacpd.com
- RIBAJ CPD Features & Videos have been conceived to allow architects and other construction professionals to meet Key Learning Outcomes through text or visually based RIBA approved content. Supported by images, your Features or Videos are delivered as easily-digestible CPD
- The RIBAJ Editorial team use Providers’ existing RIBA approved CPD material* to create RIBAJ CPD Features or RIBAJ CPD Videos in the appropriate format. It is repurposed from CPD material that has previously been RIBA approved. New CPD material would need to be submitted to the RIBA CPD team for assessment and approval in the usual way, before being repurposed by the RIBAJ Editorial team.

** Please note that all material supplied for RIBAJ Learning must be RIBA CPD Provider Network Approved. Any CPD material supplied that has not been approved or has been materially altered by the Provider prior to submission to the RIBAJ invalidates RIBA accreditation and will not be published. The Provider will be liable for the full production costs incurred by RIBAJ if the material has to be withdrawn at a later date.*



Publishing your approved CPD as a RIBA J CPD Feature or Video on ribaj.com/learning will:

- Reinforce the position of your company and the expertise in its field, and align your brand with the theme of your Feature or Video
- Inform and educate architects and other specifiers and assist them to meet learning objectives through CPD that's relevant to your business
- Target architects with specific needs that they have
- Promote your solution to your target market
- Enable your brand name to be recognised, and use CPD to create opportunities for having your products specified



Your RIBAJ CPD will be supported by a multi-channel marketing campaign including:

- Print advertising in the RIBAJ to over 27,500 RIBA members
- Monthly newsletters to our 11,000 opt-in architects and other specifiers
- Regular tweets to over 56,000 Twitter followers



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Guest content for 3 months on the homepage of the Learning section on RIBAJ.com and exposure as 'CPD Article' on ribacpd.com

Package includes:

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|---|---|----------------------|
| <ul style="list-style-type: none"> • Editorially reworked guest content • Between 4 and 6 Key Learning Points • Up to 5 bites of learning • Up to 5 images (one for each bite) and a main image • Up to 1,600 words (approx. 300 words per bite of learning, plus 100 words intro) | <ul style="list-style-type: none"> • 1 caption per image (max 15 words) • Your logo, address and website • Your feature will be included on the monthly CPD newsletters and tweeted twice per month for three months | <p>£3,495</p> |
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Video for 3 months on the homepage of the Learning section on RIBAJ.com and hosted as 'Online CPD Video' on ribacpd.com

Bronze Option

Video

- Fully produced 15 to 20 minute CPD video with voiceover
- PowerPoint derived
- 30 second teaser promotional video
- Uploaded and hosted on ribacpd.com

£3,695

Silver Option

Video + Film

- Fully produced 15 to 20 minute CPD video presented by a representative from your company
- PowerPoint derived, plus film
- 30 second teaser promotional video
- Uploaded and hosted on ribacpd.com
- On site filming at your premises for editing (approx. 5 x 20 seconds clips in video presentation)

£5,695

Gold Option

Video + Film + on screen presenter

- Fully produced 15 to 20 minute CPD video presented by an on screen presenter
- PowerPoint derived, plus film and on screen presenter
- 30 second teaser promotional video
- On site filming at your premises for editing (approx. 5 x 20 seconds clips in video presentation)
- Uploaded and hosted on ribacpd.com

£7,695

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Each option includes:

- Between 4 and 6 Key Learning Points
- Your logo, address and website
- Promotion in monthly CPD newsletters and tweeted twice per month for three months
- Published on ribacpd.com for users to access via your company page
- A link to a 'Quiz' on ribacpd.com for users to complete with a certificate generated on successful completion
- Details via email of opt-in users who have successfully completed the Quiz on ribacpd.com

Videos include:

- Script prepared by us from client's presenter notes in their RIBA approved PowerPoint presentation with 1 set of revisions to sign-off
- Storyboard prepared by us from client's PowerPoint with 1 set of revisions to sign-off
- Filming on broadcast quality cameras (Silver and Gold)
- Editing of film including graphics, overlays and titles as required
- Voice-over and/or on screen presenter to present as appropriate within selected packages
- Optimisation, compression, web preparation and upload of finished films to RIBA portal or agreed destination online (wetransfer, dropbox or similar)

Approved material:

- All packages will be produced from a pre-approved RIBA accredited* PowerPoint file containing the necessary technical information, diagrams, photographs, graphics and logos to be included at high resolution and in correct aspect ratio - i.e. master slide dimensions 1280 x 720 pixels
- Video produced at 1280 x 720 SD in mp4 file format

Invoicing:

- 50% on signature, 50% on publication

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