

**Continuing Professional Development (CPD) log for:**

Lead Independent End-point Assessors and Independent End-point Assessors (LIEPAs & IEPAs)

*To be completed by the LIEPA / IEPA*

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| **LIEPA / IEPA Name: Gemma Swindlehurst** | **From Month/Year** | March 2020 |
| **Email:** [gemmaswindlehurst@gmail.com](mailto:gemmaswindlehurst@gmail.com) | **To Month/Year** | **March 2021** |

**The period covered must include CPD/ occupational competence you have undertaken in the last 12 months.**

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| **Apprenticeship Standard(s)**  **Number(s)** | **Title(s)** |
| 9648-74 | Digital Marketer |
| 9700 | Digital Support Technician |
| 9750 | IT Technical Sales |

*Please enter details of any membership of professional bodies*

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| **Professional body** | **Date of membership** | **Registration number** | **Apprenticeship Standard to which this relates** |
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| **Date** | **Length of activity** | **Activity undertaken in the last 12 months, linked to the Apprenticeship standard.**  Please provide specific examples:  work role, job shadowing, courses, industry experience | **Apprenticeship Standard to which this relates** | **1. What did you learn from this?**  **2. How has the activity benefitted your understanding?** | **How have you applied this knowledge gained to your LIEPA/IEPA role?** |
| March - May 2020  (Weekly training) | 20 Hours | Google Ads Training | Digital Marketing & IT Technical Sales | * Creating and setting up a Google Ads Account * Structuring Google Ads * Writing Ads * Billing information * Expanding and refining ads and using keywords * Keeping up to date with conversions and tracking | Gained additional knowledge in Google Ads and the changes to these for DM. This will be applied to my role to help me understand the evidence that is assessed for grading |
| May 2020 – Aug 2020  (Weekly training) | 21 Hours | Digital Marketing Course | Digital Marketing & IT Technical Sales | * Market research * Make a Website * Email Marketing * Using Mailchimp * Copywriting * AIDA Formula * Creating CTA * SEO * YouTube Marketing and developing strategy * Facebook Marketing for a business * Facebook Insights * Twitter Marketing * Google Analytics | Gained additional knowledge in Digital marketing and keep me up to date with any changes. This will be applied to my role to help me understand the evidence that is assessed for grading |
| Aug – Sept 2020  (Weekly training) | 5hours | Google Analytics Course | Digital Marketing & IT Technical Sales | Learning about the Google analytics dashboard and how it can be use to help with website traffic | Learning about Google Analytics dashboards – this has been applied to my DM role as this is a vendor qualification and is used for evidence and I need to make sure that I have current understanding of this topic |
| Dec 2020 – Feb 2021 | 9 hours | CIW Network Technology Associate | Digital Support Technician | * Networking components and standards * Connecting to the internet * Internet Services * Hardware and Device connectivity * Network and Cloud security risks * Firewall Topologies – Packet filter Topology | This will be used to support my LIEPA role for Digital Support Technician – It allows me to understand about connectivity in IT and also risks. |
| 28 Aug 2020 | 6 Hours | IEPA Training Webinar | Digital Support Technician | * Analysed the new DST standards * Interpreted the knowledge, skills and behaviours * Reflected with the team the requirements for EPA and grading | This will allow me to support my team with their grading decisions at EPA |
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*Please add additional rows as appropriate*