

**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*

|  |  |  |
| --- | --- | --- |
| **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.**

|  |  |
| --- | --- |
| **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*

|  |  |  |  |
| --- | --- | --- | --- |
| **Professional body** | **Date of membership** | **Registration number** | **Apprenticeship Standard to which this relates** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 2020 | 10 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 |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

*Please add additional rows as appropriate*