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**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 2021 |
| **Email:** gemmaswindlehurst@gmail.com  | **To Month/Year** | **March 2022** |

**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 2021 | 1 day  | LIEPA Standardisation Webinar  | DST, ITTS  | Understanding the expectation of the LIEPA role and how this is supporting the IEPAS  | Business as usual  |
| March 2021 | 4 hours  | Research topics for the ITTS  | ITTS, DST, DM  | Learning about data security and the different legislations that will apply to the business  | Business as usual  |
| April 2021 | 1 day | Adobe Dreamweaver  | DM, DST, ITTS | * HTML Basics,
* CSS Basics,
* Working with code
* Web Design Basics
* Creating a Page Latyout
* Working with Template, images and navigation
* Publishing to the web
 | Business as usual  |
| May 2021 | 1 hour | EPAPro Support  | DM, DST, ITTS | Understanding how to navigate on the EPApro site as a LIEPA and how to support the quality monitoring for the EPA process  | Business as usual  |
| May 2021 | 1 day  | Project Management  | DM, DST, ITTS | * Methodology, Toolset and documentation
* Project Lifecycle
 | Business as usual  |
| May 2021 | 3 hours | H&S and Data Protection  | DM, DST, ITTS | * GDPR
* Secure cloud-based environments
* General Data Protection
 | Business as usual  |
| June 2021 | 1 day | Database management course  | DM, DST, ITTS | * Database management systems
* Entity relationship models
* Relational data models
* Fundamental SQL principles
* SQL Features
 | Business as usual  |
| June 2021 | 2 days | CMS Course  | DM, DST, ITTS | * Types of digital content management systems (CMS).
* Differences between the discipline and the software of content management systems.
* Advantages of content management.
* Functionality of CMS.
* CMS key design principles.
* Content marketing strategy.
* Role of tactics and tools in content marketing.
 | Business as usual  |
| July 2021 | 1 hour | Internal Meeting  | ITTS | General discussion to learn about the current situation for the ITTS EPA process, any changes and plan for the next month  | Business as usual  |
| Aug 2021 | 4 hours | LIEPA Meeting  | ITTS, DST  | Learning about the support process as the LIEPA and how this is completed in other IT areas. Looked at the EPApro and the different areas to support IEPAs in the team  | Business as usual  |
| Aug 2021 | 4 hours | Standardisation Meeting  | DM | * Looking at the grading system
* Changes being made for the new feedback process
* Looking at evidence and how to grade
 | Business as usual  |
| Aug 2021 | 1 hour | Internal Meeting  | ITTS | * General discussion to learn about the current situation for the ITTS EPA process, any changes and plan for the next month
 | Business as usual  |
| Sept 2021 | 1 day  | Online Course – Cloud Computing  | DM, DST, ITTS | * Concept of cloud computing
* Private clouds and public clouds
* Cloud service models
* Virtualization technologies including VMs and containers
* Vertical and horizontal scaling
* Microservices and cloud-native apps
* IaaS in transforming IT into a utility
* Building blocks of cloud computing
* IaaS pricing models
* Advantages and disadvantages of IaaS
 | Business as usual  |
| Sept 2021 | 1 hour | Internal Meeting  | ITTS | * General discussion to learn about the current situation for the ITTS EPA process, any changes and plan for the next month
 | Business as usual  |
| Sept 2021 | 2 Hours | Online course  | DM | * How to become a better blogger
* Tools to help with blogging
* Ways to track success of blogs
 | Business as usual  |
| Oct 2021 |

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| 1 hour | Internal Meeting  | ITTS | General discussion to learn about the current situation for the ITTS EPA process, any changes and plan for the next month  | Business as usual  |

 | Internal Meeting  | ITTS | * General discussion to learn about the current situation for the ITTS EPA process, any changes and plan for the next month
 | Business as usual  |
| Nov 2021 | 1 day  | Online Course – Google Ads  | DM, DST, ITTS | * Drive Traffic To Your Website or Landing Page Consistently
* Determine The Value Of Your Ad Campaigns By Using Conversion Tracking
* Create Google Ads Campaigns & Then Optimize Them For Results
* Get Earlier Website Visitors Back To Your Website To Sell More
* Effectively Advertise Your Products And Services To The Right Audience
* Understand How To Target The Right Audience For Less Ad Spend
* Get Higher Profit Margins By Targeting The Right Search Terms
 | Business as usual |
| Jan 2022 | 1 hour | Internal Meeting  | ITTS | * General discussion to learn about the current situation for the ITTS EPA process, any changes and plan for the next month
 | Business as usual  |
| Jan 2022 | 2 Hours  | Online Course – Secure Coding  | DM, DST, ITTS | * Understanding how Secure coding is used and how this helps to stop vulnerabilities
 | Business as usual  |
| Feb 2022 | 2 Hours  | Research  | ITTS | * Looked at the synoptic projects in detail
* Gained an understanding of how the EPA process is delivered for this qualification
 | Business as usual  |
| Feb 2022 |  |  | DM, DST, ITTS |  | Business as usual  |
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*Please add additional rows as appropriate*