



Maximising Opportunities with **NBS and RIBA CPD**

Speaker



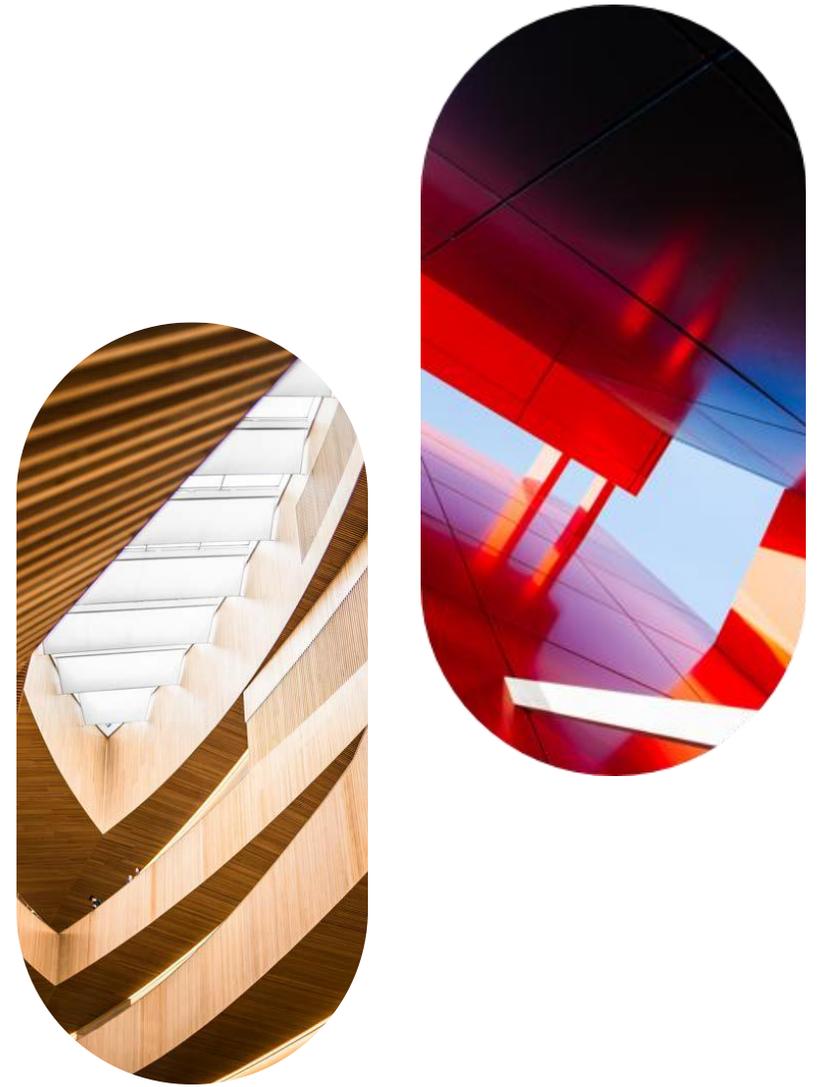
Katie Wilson

Senior Account Manager



Agenda

1. What's new? Platform updates
2. Action points for RIBA CPD Providers
3. Best practice for marketing your RIBA CPD material
4. RIBA CPD Expos and events





RIBACPD.com

Platform Updates Demonstration

- RIBACPD.com
- Integration with NBS Source and Partner Platform

Action Points

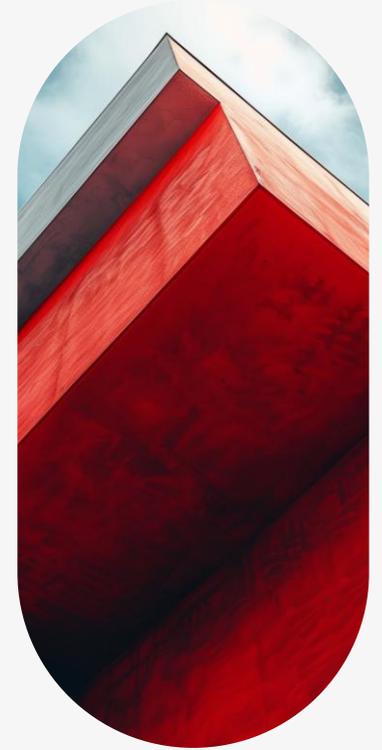
- Update your CPD images.
- Associate your CPD materials with relevant products.
- Ensure your booking contact is up to date.
- Select your featured CPDs (NBS Source Overview).
- Ensure the correct material formats are associated.
- Keywords for sponsored listings.
- Register your CPD events.



Promoting your RIBA CPD

THROUGH YOUR OWN MARKETING CHANNELS:

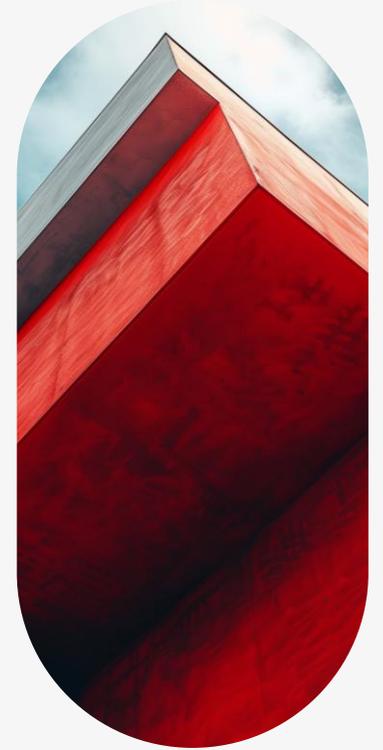
- **Optimise your website** - add a CPD booking page and ensure it's SEO optimised for relevant searches.
- **Email marketing** - send targeted campaigns with teasers and reminders for upcoming CPD sessions and your involvement in RIBA CPD Events.
- **Content marketing** - create blog posts and case studies that highlight your CPD topics and encourage sign-ups.
- **Social media** - share regular posts about CPD sessions using the RIBA CPD logo and relevant industry hashtags.
- **Customer testimonials** - share testimonials and case studies from previous attendees to build credibility and trust.



Promoting your RIBA CPD

THROUGH NBS MARKETING CHANNELS:

- CPD Showcase email delivered directly to the inbox of specifiers.
- Sponsored CPD materials on NBS Source.
- Feature your CPD on the NBS Source homepage and position your content at the top of relevant search results on NBS Source.
- Featured CPD on RIBACPD.com and the showcase homepage.
- NBS LinkedIn to our 11,000+ followers.
- NBS Newsletter delivered directly to the inbox of specifiers.



RIBA CPD Expos and Events

- Present to a large group of specifiers at once
- Events promoted via NBS and RIBA channels
- Three event types
 - ✓ In-person Expos
 - ✓ Online Expos
 - ✓ CPD Hours



In-person Expos

- **Full-day events** for RIBA CPD Providers Network members to present RIBA-approved CPD content.
- **Seminars & Networking:** One-hour seminars, plus networking and break-out discussions with architects and specifiers.
- **Promotion & Visibility:** Pre-event promotion via RIBA & NBS channels; exhibition spaces to showcase your products.
- **Post-Event Insights:** Access to attendance stats to continue the conversation with engaged attendees.
- **2024 Average Registration numbers:** 300 for London events, 84 outside London
- **Remaining Availability:** London, Leeds, Oxford, Edinburgh, Sheffield, Belfast and Bristol. 1 date available in the Gulf Region (Saudi Arabia)



Online Expos

- **Four Themed Conferences:** Focus on key industry topics, each opening with a keynote from an expert.
- **Topics for 2025:**
 - 15 April: Net Zero Carbon
 - 03 June: Building & Fire Safety
 - 07 October: Regulations, Standards & Codes
 - 09 December: Building Sustainably
- **Tailored Seminars & Panel Discussions:** Engage a wide audience with your RIBA-approved CPD content, part of essential industry dialogues.
- **On-Demand Access:** Presentations available for 3 months post-event via RIBA Academy.
- **Promotion & Insights:** Detailed attendance stats and exclusive training to ensure a seamless presentation.
- **2024 Average Registrations:** 985
- **Availability:** Limited slots at Regulations, Standards & Codes



CPD Hours

- **Convenient 1-hour Sessions:** Live online seminars delivered on Mondays (early afternoon) or Fridays (morning), designed to fit into architects' busy schedules.
- **Flexible Format:** Present your RIBA-approved CPD materials followed by an interactive Q&A to engage and build relationships.
- **Promotion & Reach:** RIBA and NBS will promote your session via email, RIBA Academy, and social media for maximum attendance.
- **Post-Event Insights:** Receive detailed attendance data to nurture leads and grow your brand.
- **2024 Average registration numbers:** 309
- **Availability:** Just 7 slots remaining. 1 date in the Gulf Region available





Thank you for listening

Please contact me or your account manager if you have any questions.

Katie Wilson

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