



# **Network Research 2025** The Findings

## **Member Update**

Events, marketing and rebrand

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# Agenda

## **Findings and actions**

- RIBA CPD Providers Network Research 2025

## **Member update**

- Events 2026
- Marketing opportunities with NBS
- Rebrand progress plan







## 1 IMPACT OF CPD ON RELATIONSHIPS: FINDINGS

CPD continues to drive specification and strengthen relationships

**73%**

of specifiers went on to specify a manufacturer's product after CPD (RIBA CPD Report 2024; up from 64% in 2022)

**73%**

requested further product information; 64% received technical support (2024)

**79%**

of providers intend to renew Network membership (2025)

# 1 IMPACT OF CPD ON RELATIONSHIPS: ACTIONS

## In summary

- CPD is both an educational and commercial tool
- Builds trust and credibility
- CPD turns learning into specification decisions

## Next steps for RIBA and NBS

- Increase visibility of the Network to specifiers

## Next steps for Network members

- Keep your CPD content fresh and up-to-date
- Make sure your follow-up processes are responsive
- Track the link between CPD attendance and specs
- Use Q&A feedback to refine future sessions
- Integrate your CPD strategy and marketing plan

## 2 CHALLENGES AND BARRIERS: FINDINGS

A competitive and resource constrained CPD landscape



Standing out in a crowded CPD landscape

**81%**

of teams have 1–6 presenters,  
often balancing multiple roles  
(2025)

**48%**

cite lack of time and resource  
as key barrier (2024)



## 2 CHALLENGES AND BARRIERS: ACTIONS

### In summary

- Manufacturers to focus on delivery– what do specifiers actually want
- Smaller teams should focus on quality over volume – be strategic on what you offer and to who

### Next steps for RIBA and NBS

- Expand on available resources based on your feedback
- Highlight examples of best practice

### Next steps for Network members

- Standardise the output and the process
- Refresh content regularly - think outside the box
- Use digital formats to increase reach



## 3 RIBA EVENTS AND NETWORKING: FINDINGS

Events remain valuable but are under-measured

**35%**

presented at in-person Expos  
(2025)

**22%**

presented at CPD Hours (2025)

**78%**

said events met expectations  
(2025)

In 2025, **57%** of  
Providers who  
presented at an  
**in-person Expo** reported  
**ongoing discussions**  
with delegates within  
just two weeks

## 3 RIBA EVENTS AND NETWORKING: ACTIONS

### In summary

- Events are a key tactic for broadening reach
- Desire for wider audiences and stronger post-event data
- The value isn't tracked like we see across other channels / methods of delivery
- Events = connection

### Next steps for RIBA and NBS

- Explore how we can provide better post-event insights
- Look at options to facilitate pre/post-event networking

### Next steps for Network members

- Set measurable event objectives (e.g. leads, follow-ups)
- Log and act on leads within 48 hours
- Repurpose event content online
- Extend reach beyond CPD sessions



## 4 CPD IN TRANSITION: FINDINGS

AI and regulation are reshaping CPD

9%

are currently using AI;

13%

plan to adopt soon.



Safety, competence, and  
compliance dominate CPD  
themes (2025)



Specifiers prioritise verified  
data, testing, and certification  
(2024)

## 4 CPD IN TRANSITION: ACTIONS

### In summary

- CPD must demonstrate safety, competence, and compliance
- AI can improve efficiency but needs human oversight
- Credibility rests on accuracy and transparency and making this accessible to specifiers

### Next steps for RIBA and NBS

- Continue to research and further develop guidance on AI and digital CPD (Digital Construction Report 2025 the latest launch)
- Share best-practice examples of compliant, innovative CPD and review assessment processes

### Next steps for Network members

- Embed safety and compliance within learning outcomes
- Use AI responsibly for research and drafting
- Continue to develop on-demand formats



# Key takeaways

## In summary

- CPD continues to **influence specification** decisions
- Being **responsive** and focusing on **quality** are key differentiators in a crowded market
- **Events** and **accessible formats** help extend engagement with a wider audience
- Safety, competence, and innovation continue to define the **shape of the CPD landscape**

## Quick wins for Network members

- Review your CPD performance - **what's working, what isn't**
- Focus on a **variety of formats** to broaden reach
- Start to plan in what the **CPD strategy** looks like
- Register for **2026 event** opportunities
- **Join upcoming Provider webinars** to keep up to date
- Speak to your Account Manager about any of the key findings in more detail

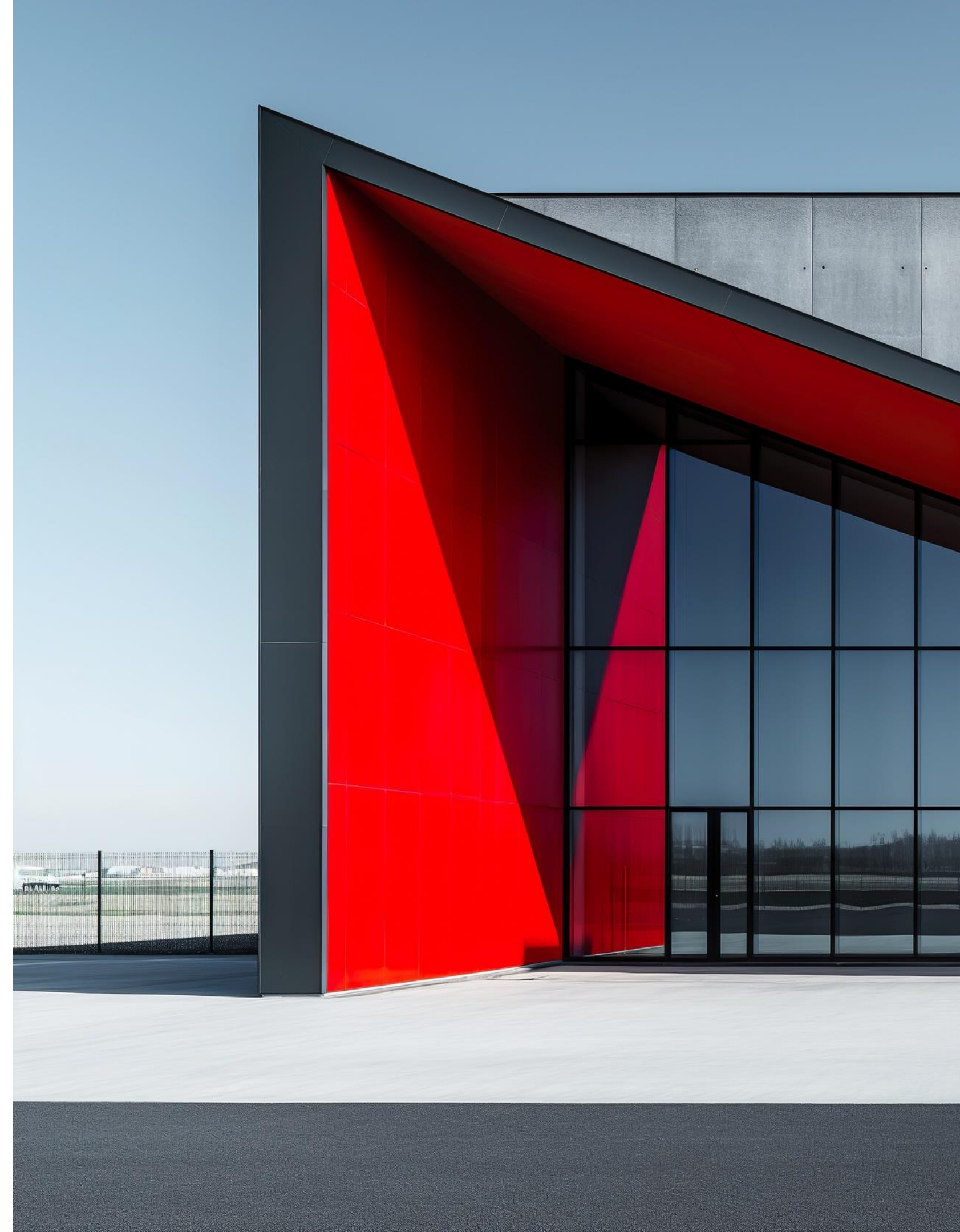


# Member update

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Discover 2026  
RIBA Event availability





# Thank you for listening!