IRCM

Institute of Registered Case Managers

CPD Accreditation
Publicity and Marketing Guidance
Version 1

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1.0 Purpose

This guidance provides information for providers of continuing professional development (CPD) activities accredited through the IRCM CPD Accreditation Service (ICAS). It sets out how to describe accreditation and use the IRCM CPD Accreditation Logo. It addresses accurate and ethical publicity, marketing and communications, including correcting misleading information in the public domain. Its purpose is to ensure learners and other stakeholders are not misled about the scope or status of accreditation.

It should be read alongside the CPD Accreditation Service Information for CPD Providers and the IRCM CPD and Education Programme Accreditation Terms and Conditions. In the event of any inconsistency, the Terms and Conditions govern the contractual permissions for use of accreditation statements and the Accreditation Logo.

For the purposes of this guidance, “CPD activity” means the specific continuing professional development activity accredited by IRCM. It includes activities described as “CPD Courses” or “Accredited Courses” in the Accreditation Terms and Conditions. The contractual terms are retained when referring directly to those Terms and Conditions.

2.0 Permitted Use

Providers may publicise accreditation only once IRCM has awarded accreditation, and only while the accreditation remains valid. Accreditation applies to the specific CPD activity evaluated by IRCM, not to the provider as an organisation, its staff, its other CPD activities or services.

Providers must not use the fact that one CPD activity has been accredited as evidence of a general endorsement of the provider or its training portfolio. Whenever accreditation is mentioned, the specific accredited CPD activity must be immediately identifiable. This restriction applies even when the provider has accurately described its accreditation elsewhere on the same website or document.

The accreditation period is three years as stated on the certificate, subject to continued compliance with accreditation requirements, including annual quality assurance reporting and notification in advance of proposed changes to the accredited CPD activity.

Providers must:

- identify the exact title of the accredited CPD activity when making an accreditation claim;
- ensure statements remain accurate, current, evidence-based and not misleading;
- distinguish clearly between accreditation of the CPD activity and any other recognition or credentials held by the provider;
- comply with clause 3.5 of the Accreditation Terms and Conditions: obtain IRCM's prior written approval before displaying the Accreditation Logo or any reference to accreditation on any other website or marketing materials beyond the use expressly permitted by that clause; and
- correct inaccurate claims made by employees, contractors, affiliates, advertising agencies or other third parties acting on their behalf.

Providers must not:

- suggest that IRCM has accredited, approved or endorsed the provider generally, its personnel, other activities, products or services;
- suggest that IRCM accreditation is accreditation by another body or authority;
- describe an extract or part of an accredited CPD activity as independently accredited; or
- allow another organisation, affiliate or third-party provider to independently deliver the CPD activity and market it as IRCM accredited.

Providers must consider the overall impression created by the wording, prominence, placement and visual presentation of accreditation claims. This applies to organisational homepages, course pages, lists of credentials, social media profiles, email signatures, brochures and other communications. An otherwise accurate statement may still be misleading if presented as a general organisational endorsement.

2.1 Acceptable and unacceptable statements

Acceptable statements – examples (only while accreditation is current):

- "[Exact CPD title] is accredited by the Institute of Registered Case Managers (IRCM) through its CPD Accreditation Service."
- "IRCM accreditation applies to [exact CPD title], delivered by [provider name], for the accreditation period stated on the certificate."

Unacceptable statements – examples:

- “[Provider name] is an IRCM-accredited training provider.”
- “All our training is IRCM approved.”
- “IRCM guarantees the quality of our trainers and course content.”

2.2 Scope of accreditation

Accreditation covers the CPD activity and materials assessed by IRCM. It does not certify every subsequent delivery, guarantee outcomes for learners or transfer to another provider. The accredited CPD activity may be delivered by the provider or by an individual contractor acting under that provider’s direction and responsibility, in accordance with the Terms and Conditions.

Providers remain responsible for the technical accuracy and completeness of CPD activity content, the qualifications and expertise needed to deliver it, and the information supplied to prospective learners. Changes to an accredited CPD activity must be notified to IRCM in advance.

2.3 Logo and certificate use

Following successful accreditation, IRCM provides an accreditation logo and certificate. The logo and certificate may be used only in relation to the particular accredited CPD activity, and only during the valid Accreditation Period provided that accreditation has not been suspended or withdrawn. The logo and certificate remain the sole and exclusive intellectual property of the Institute of Registered Case Managers. No other IRCM logo may be used.

Any display of the logo or reference to accreditation must clearly identify the exact title of the accredited CPD activity and must not imply wider accreditation, endorsement or approval by IRCM.

The accreditation logo may be displayed on one website owned or controlled by the provider, provided that it clearly identifies the provider of the applicable accredited CPD activity. Prior written approval from IRCM, at its sole discretion, is required to display the Accreditation Logo or any reference to accreditation on any other website.

Providers must not alter the logo, use it to imply general provider accreditation, transfer it to another CPD activity, or allow an unauthorised third party to use it.

Providers must follow any artwork or branding instructions supplied by IRCM. The general IRCM logo or any other IRCM logo may not be used in place of the Accreditation Logo.

Displaying the Accreditation Logo among general corporate credentials on a homepage, without an immediate and clear reference to the accredited CPD activity, may misleadingly imply accreditation of the organisation. A provider must not rely on a small-print disclaimer elsewhere to correct a misleading overall impression.

Providers are responsible for ensuring that staff, contractors, affiliates and marketing agencies do not display the logo or describe accreditation in a way that implies broader IRCM approval. Any permitted display must clearly associate the logo with the exact title of the accredited CPD activity.

When using the logo, it must be:

- in proportion to the scale supplied and not stretched or otherwise distorted;
- the correct way up and in full including the text;
- of a sufficient size that the text is readable;
- the colours provided - colours may not be changed;
- given some space, ideally, the clear space around it should be equal to at least half the height of the logo; and
- balanced in size with any others they will sit alongside.

Providers must not:

- alter the logos in any way;
- use them on certificates other than those for attendees of the accredited activity.

2.4 Public statements

In interviews, articles, conference presentations and other public communications, providers must ensure that any statements about accreditation accurately identify the specific accredited CPD activity and do not imply that IRCM endorses the provider or its wider activities. Statements should enable the audience to identify the accredited activity unambiguously.

2.5 Ethical and professional conduct

Descriptions of the CPD must provide prospective learners with sufficient, relevant and accurate information to judge its relevance to their practice. Publicity should accurately describe the intended audience, learning aims and outcomes, content, format, duration, facilitator expertise, resources and any applicable entry or participation requirements.

Providers should be transparent about actual, potential or perceived conflicts of interest, including sponsorship, third-party funding and commercial relationships that could influence course content or delivery. They must maintain educational integrity and avoid claims that exaggerate the benefit, status or outcomes of the CPD.

Providers should take reasonable steps to identify and rectify inaccurate information published by third parties on their behalf and retain records of requests for correction where appropriate. IRCM may request amendment or removal of non-compliant accreditation claims.

2.6 Compliance with advertising standards

Marketing and recruitment information must comply with applicable law, advertising requirements and relevant professional guidance. Claims about learning outcomes, professional recognition or CPD activity benefits should be capable of substantiation. Testimonials and endorsements should be presented accurately and must not suggest IRCM endorsement beyond the accreditation awarded.

3.0 Enforcement and Consequences

IRCM may require providers to amend or remove accreditation statements or logo displays that breach the Terms and Conditions. Misuse of accreditation wording or logos, failure to provide annual quality assurance reports, or loss of compliance with accreditation requirements may result in suspension or withdrawal of accreditation, subject to the applicable Terms and Conditions.

On expiry without renewal, or on cancellation or termination of accreditation, the provider must immediately remove accreditation references from websites, social media and advertising and destroy printed or other materials featuring the accreditation or associated marks, as required by the Terms and Conditions. Accreditation must not continue to be advertised while suspended or withdrawn. Legal action may be taken if misrepresentation causes harm or financial loss.

3.1 Monitoring compliance

Monitoring may include reviewing publicly available websites and promotional materials after accreditation is awarded, proportionate checks during the accreditation period, considering publicity compliance as part of annual quality assurance, and investigating concerns received from learners, Registrants, Pre-Registrants, other providers and stakeholders or the public.

Where potentially misleading claims are identified, IRCM may contact the provider, request clarification or evidence, and require the relevant wording or logo display to be corrected or removed within a specified reasonable timeframe. IRCM may check whether the correction has been made.

IRCM may consider persistent or serious misuse in accordance with the Accreditation Terms and Conditions.

3.2 Reporting misuse

Suspected misuse of the Accreditation Logo or misleading claims of IRCM CPD accreditation should be reported to IRCM at hello@ircm.org.uk, providing the relevant CPD activity, provider, publication or website details and copies or screenshots where available.

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Institute of Registered Case Managers

Charnwood House, Harcourt Way, Leicester, LE19 1WP

hello@ircm.org.uk

www.ircm.org.uk

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