



CPD MODEL

Modern CPD Revenue & Engagement Model

Turning professional learning into a repeatable member engagement engine, and a scalable digital revenue channel.

Guide & worksheet

For associations & CPD teams

Revenue options



THE CHALLENGE

How do you make CPD feel like member value, not just another compliance requirement?

THE CPD PRESSURE POINT

Why traditional CPD struggles to land

Members are busy and often time-poor.

Traditional webinars and long modules can be hard to complete and difficult to revisit.

Associations need modern digital experiences that retain member attention and create measurable value.

Education teams need scalable ways to refresh topics, package expertise and report on participation.

THE MODEL

The Quitch CPD model

Short modules

Break a topic into bite-sized learning bursts.

Mobile-first

Let members learn in small moments, not only in scheduled sessions.

Gamified

Use points, progress and feedback to encourage repeat learning.

CPD catalogue

Create expandable micro-course libraries by topic, level or member segment.

Commercial

Package courses as member value, premium add-ons, event follow-up, sponsorship assets or partner content.

PRODUCT SHAPES

Example CPD products

Compliance refreshers

Help members stay current without a full-day workshop.

Emerging skills

AI literacy, sustainability reporting, cybersecurity or leadership topics.

Member onboarding

Orientation, professional standards and early-career pathways.

Event extension

Convert conference sessions into post-event learning and proof of engagement.

Partner-sponsored

Co-branded modules with credible subject-matter partners.

Each shape can become member value, a premium add-on or a sponsored asset.

SIGNALS OF DEMAND

Proof-of-demand from public Quitch content

- Quitch has publicly promoted CPD-accredited bite-sized modules for sustainability reporting and workplace HR topics.
- Public LinkedIn examples position the course model as practical, flexible and suited to busy professionals.

BUILD IT

CPD design blueprint

- 1 Choose one priority member problem.
- 2 Break the topic into five to ten short learning moments.
- 3 Use quizzes to reinforce key concepts and support recall.
- 4 Add feedback and progress tracking so members can see achievement.
- 5 Use analytics to understand completion, engagement and content difficulty.
- 6 Package results into member value and sponsor/partner reporting.



THE BENEFIT

With Quitch, associations can create CPD that is easier to access, easier to complete, easier to measure and easier to expand into new revenue opportunities.