

Top Technology Trend

Technology-based Professional Development and Training Initiatives of ICMA Pakistan

By: Members Professional Development & Corporate Training (MPD&CT) Department, ICMA Pakistan

ICMA Pakistan, as part of its Continuing Professional Development (CPD) policy, has been regularly organizing training programs, seminars, webinars, and conferences, aimed at the capacity building of members and providing them insight on the latest changes taking place globally in the profession and the national economy. An average of more than 2,000 CPD hours in a year are conducted nationwide by the Institute. Based on Institute's this stupendous performance, it has been awarded a Certificate of Achievement from FPCCI in recognition of outstanding achievement in "Professional Development."



With the COVID-19 outbreak in early 2020, the Institute immediately embarked upon initiating virtual professional development and training programs for its members and the corporate sector for which it brought necessary updation and improvement in its IT infrastructure and re-aligning the CPD activities with technology. Appended below are the currently prevailing key initiatives for the technology-based provision of CPD activities.

Facebook Live Sessions

The Institute has initiated 'Facebook Live Sessions' on weekly basis for students and members with the following titles:

- 1) **Meet Today's Corporate Leader** [To highlight CMAs working at high-profile positions in Public and Private Sectors at national and international level]
- 2) **Career Counselling Sessions** [To provide necessary information to the prospective students about admission and classes]
- 3) **Journey of Future CMAs** [To introduce students studying at nation-wide Campuses to apprise about their journey]
- 4) **Meet the Talent** [To talk with those students who are performing meritoriously during their studies or in extra-curricular activities e.g. have written articles in the Students Magazine 'Future CMAs']

To access aforementioned previously conducted sessions, please visit official Facebook page of the Institute: https://web.facebook.com/icmapak?_rdc=1&_rdr

Institute's e-CPD Portal

For the last many years, the Institute has been using the Webinar technology to provide an opportunity to its overseas members and those living in far-flung areas to become part of the ongoing CPD activities. The frequency of such webinars has increased exponentially during the pandemic with almost all the CPD trainings and other programs being held on Zoom with good virtual participation by the members and other stakeholders.



In this context, the Institute, under the aegis of the National CPD Committee, also signed an MoU with **Knowledge Now (KN)** to provide an exclusive interactive 'Webinar Repository' for its members to watch recorded webinars of top-notch global speakers at any given time and at subsidized rates [CPD can be claimed by members] which they could not attend live due to their other engagements. [Source: <http://icmap.knowledgenow.info/>]

Becker.

A Preferred Discounted Price Agreement (PDPA) has also been signed by ICMA Pakistan with **Becker** - a global leader in providing professional education services - under which our members can avail unlimited access to over 550 CPE courses throughout the year after paying substantially negotiated annual price. To learn about all CPE Courses & Products offered by Becker, please visit: <https://www.becker.com/cpe/courses>

ICMA World and Official YouTube Channels



ICMA Pakistan has also launched its own online Business Channel with the name and title of 'ICMA WORLD' in which live sessions are relayed such as interviews of high-profile dignitaries, including CMAs working at a key position in the public and private sector.

The ICMA World and official YouTube Channels also archive the video recordings of the important events and programs organized by the Institute.

ICMA World: <http://icmaworld.tv/>

YouTube Channel: <https://www.youtube.com/c/ICMAPakistanOfficial/videos>