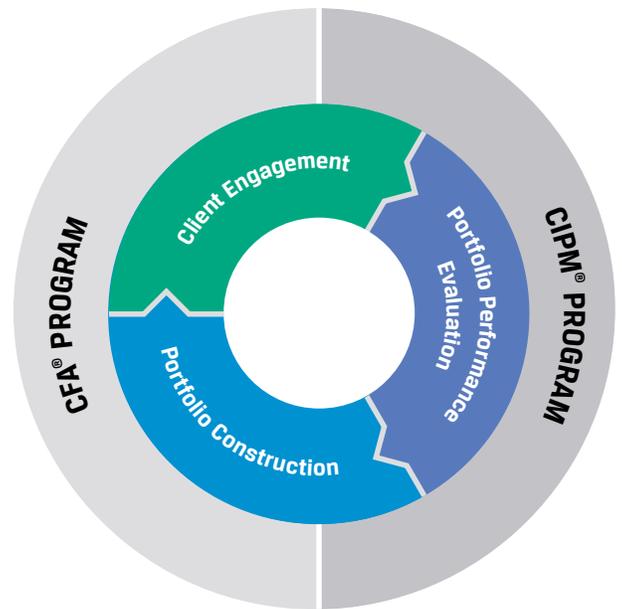




# CIPM PROGRAM RELAUNCH



## ACHIEVE BETTER ALIGNMENT WITH CFA INSTITUTE AND THE CFA PROGRAM

Performance measurement, analysis, and attribution are vital to the investment management process and help complete the feedback loop between investment managers and their clients.

Every professional, every firm, and every investor are ultimately concerned with investment performance; it is the ultimate metric. Whether it involves producing and presenting high-level performance evaluation or using such analysis to inform investment decisions, **the work of a professional holding the CIPM designation is an important part of any investment decision-making process.**

Because of this, CFA Institute has created better alignment between the CFA Program and the CIPM Program under the CFA Institute mission *to lead the investment profession globally by promoting the highest standards of ethics, education, and professional excellence for the ultimate benefit of society.*

While the CIPM Program is a robust standalone professional designation, it is also a superb complement to the CFA charter. CFA Institute acknowledged this relationship between the two programs through the CIPM Program [Level I \(Principles\) exemption](#), which launched in August 2016.

To better align the CIPM Program with CFA Institute initiatives, the following program enhancements went into effect on 1 October 2017:

- **New Membership Structure**—[Membership](#) for CIPM designation holders is now aligned with CFA Institute membership (previously, CIPM designation holders became members of the CIPM Association). This gives CIPM designation holders better access to CFA Institute global societies, CFA Institute voting rights, access to the online CE tracker, and use of the CFA Institute member app;
- **New Pricing Structure**—The new lower [pricing](#) structure is better aligned with the industry and enables all candidates to have access to the early deadline pricing;
- **New Level Names**—The [levels](#) have been renamed Level I and Level II (formerly Principles and Expert).

## LEARNING ECOSYSTEM

As of 1 October 2017, CIPM Program candidates now have access to a [digital learning platform](#) designed to deliver a more engaging and effective method of study to candidates.