



Email our Members

The Career Development Institute is the largest professional association of career guidance practitioners in the UK.

We offer organisations the opportunity to email information on resources, events, career sectors etc to our membership database.

“ Our marketing activities with the CDI are always an important part of our annual marketing plan. The emails to their members consistently result in response rates up to four times as high as our email campaigns to other groups. ”

Christine Buccella, BestCourse4Me

Email

We can send your email to our members (reaching about 2500 of our membership) who are named individuals at organisations including chief executives, managers, careers information, advice and guidance professionals and QCG/QCGD students.

The offer to email our members is an exclusive one, we send a maximum of two third party emails a week so you can be sure your email is the only one sent to our members on that day.

We can now offer you the option of purchasing a ‘premium’ email which is sent via an online service provider and will provide you with open and click through statistics so you can keep track of how your emails are performing.

Members are drawn from all sectors including:

- Schools
- Further Education
- Universities and Higher Education Institutions
- Youth Support Services
- Careers Services
- Adult Guidance Services
- Talent Management
- Welfare to Work
- Private Practice
- Voluntary Sector

How much does it cost?

	Standard	Premium
Single Email	£420	£520
Package of 4 Emails	£1,260	£1,560

Please note all prices are subject to VAT

Emails to be provided as full html files with images and links fully coded.

CDI is a UK-wide Institute. Its members include the following national organisations:

- Careers Wales
- Skills Development Scotland
- Careers Service Northern Ireland
- Next Step Services in England
- Careers / Connexions Services in England

To discuss membership mailings or emails or to discuss other opportunities, contact Rachael Murray at rachael.murray@thecdi.net or call 01384 445627.

www.thecdi.net