

City & Guilds Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer (9610-12)

Recording Forms for Providers & Employers

QN: 610/3730/8

Version 1

Last modified February-2024

For external use

|  |  |  |
| --- | --- | --- |
| Version | Summary of changes | Section |
| 1.0 February 2024 | Initial version | All |

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# Introduction

**What is in this document**

Recording forms to be used by providers and employers:

700 Declaration of Authenticity Form – Project Report/Presentation

700 Evidence Reference Matrix – Project Report *(must be an appendix to the Project Report)*

700 Apprentice Project Report and Presentation Checklist – *no requirement to submit to City & Guilds*

701 Declaration of Authenticity Form – Portfolio of Evidence

701 Evidence Reference Matrix – Portfolio of Evidence

* 701 Apprentice Portfolio Checklist – *no requirement to submit to City & Guilds*

This document must be used alongside the EPA Pack for Providers and Employers.

**Guidance on how to use the forms**

You must use the forms provided by City & Guilds in the format laid out in this document.

**End-point Assessment Forms**

**700 Declaration of Authenticity Form –** **Project Report/Presentation**

The declaration form for 700 must be uploaded to EPA Pro alongside the project report/presentation.

**700 Evidence Reference Matrix – Project Report**

An appendix to the project report. Not included in the word count of the project report.

The purpose of the reference matrix is to indicate to the City & Guilds Independent End-point Assessor (IEPA) how the project report evidences the relevant Knowledge, Skills and Behaviour (KSBs) mapped to the project report. It enables the IEPA to assess the evidence efficiently and effectively.

The apprentice must reference the individual pieces of evidence against the KSBs, **clearly** identifying the **evidence number** and **page number/time stamp** where appropriate.

**For provider and apprentice – for own use only**

**700 Apprentice Project Report and Presentation Checklist**

No requirement to submit to City & Guilds.

**Mandatory Gateway requirement:**

**701 Declaration of Authenticity Form – Portfolio of Evidence**

To be uploaded alongside the portfolio of evidence.

This form is to be completed by the apprentice and verified by the employer and provider as appropriate.

The form is to confirm that the work evidenced in the portfolio submitted is the apprentice’s own.

**701 Evidence Reference Matrix Form –** **Portfolio of Evidence**

To be uploaded alongside the Portfolio.

Typically contains **12** discrete pieces of evidence. The evidence must be mapped against the KSBs. Evidence may be used to demonstrate more than one KSB; a qualitative as opposed to quantitative approach is suggested.

**For Provider and Apprentice – for own use only**

**701 Portfolio Checklist for Apprentice/Provider**

No requirement to submit to City & Guilds.

**Please note:** City & Guilds will confirm when all Gateway requirements have been met. The apprentice **must** start their project after Gateway.

**Note**: all forms must be uploaded to EPA Pro as Word documents.

**City & Guilds Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer (9610-12)**

700: Declaration of Authenticity Form – Project Report/Presentation

|  |  |  |  |
| --- | --- | --- | --- |
| Apprentice | Name | Enrolment  number | 1234567 |

**Apprentice declaration:**

**I confirm that all work submitted is my own, and that I have acknowledged any sources I have used.** **The project report has met the word count requirement of 2500 words (including headings).** A tolerance of plus or minus 10% is allowed (no less than 2250 words or more than 2750 words).

|  |  |  |  |
| --- | --- | --- | --- |
| **Apprentice** | Signature | **Date** | DD/MM/YY |

**Line manager declaration:**

**I confirm that all work was conducted under conditions designed to assure the authenticity of the apprentice’s work, and am satisfied that, to the best of my knowledge, the work produced is solely that of the apprentice.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Line manager** | Signature | **Date** | DD/MM/YY |

**Training provider declaration (if appropriate):**

**I confirm that the evidence presented by the apprentice is ready for End-point Assessment. It is valid, authentic, reliable, and current and sufficient to meet the requirements of the relevant standard.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Training provider** | Name & Signature | **Date** | DD/MM/YY |

**City & Guilds Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer (9610-12)**

700: Evidence Reference Matrix – Project Report

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Apprentice name:** | | | **Enrolment number:** | |
| **Please enter the word count for your project report submission:**  **The project report has a word count of 2500 words (including headings).** A tolerance of plus or minus 10% is allowed at the apprentice’s discretion (no less than 2250 words or more than 2750 words). Appendices, references and diagrams are **not** included in this total. | | | **Enter word count here:** | |
| **Pass criteria in Standard**  **(For reference only)** | **Distinction criteria in Standard**  **(for reference only)** | **Map evidence to the relevant KSB(s). Enter evidence reference number.**  **(Apprentice only)** | | **Checked the evidence has been mapped correctly.**  **(Provider/Employer only)** |
| **Marketing methods, principles, and practices –** **KSBs: K6, K17, S2** | | | | |
| **K6** Brand theory such as positioning, value, identity, guidelines, and tone of voice.  **K17** The metrics for the delivery and evaluation of marketing activity.  **S2** Plan and coordinate a marketing activity using marketing tactics to acquire and retain one or more customer segments using available resources. | | | | |
| Selects appropriate metrics for the delivery and evaluation of marketing activity applying them accurately to elicit valid data (K17). |  |  | |  |
| Uses valid data and resources to plan and demonstrate how marketing activities electively retain and acquire customer segments (K6, S2). |  |  | |  |
|  | Justifies their plan for the choice of marketing activities and resources used to retain and or acquire customer segments (K17, S2). |  | |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Pass criteria in Standard**  **(For reference only)** | **Distinction criteria in Standard**  **(for reference only)** | **Map evidence to the relevant KSB(s). Enter evidence reference number.**  **(Apprentice only)** | **Checked the evidence has been mapped correctly.**  **(Provider/Employer only)** |
| **Business and organisation – KSBs: K2, K3** | | | |
| **K2** The business’ structure, vision, priorities, and objectives, and how their marketing role supports these.  **K3** Business tools used to measure the impact of business objectives, the wider environment and sustainability on marketing activities. | | | |
| Explains the role that they play in the organisation’s structure, vision and objectives and the impact it has on the wider environment and sustainability on marketing activities (K2, K3). |  |  |  |
|  | Evaluates the benefits and limitations of the proposed project recommendations to their organisation (K2). |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Pass criteria in Standard**  **(For reference only)** | **Distinction criteria in Standard**  **(for reference only)** | **Map evidence to the relevant KSB(s). Enter evidence reference number.**  **(Apprentice only)** | **Checked the evidence has been mapped correctly.**  **(Provider/Employer only)** |
| **Communication and copywriting – KSBs: K14, S5, S7, B4** | | | |
| **K14** Adapt communications for appropriate stakeholders and internal audiences.  **S5** Use copywriting techniques to write persuasive text/copy to meet a communications objective ensuring it is in-line with organisational brand guidelines.  **S7** Proofread marketing copy ensuring it is accurate, persuasive and is on brand.  **B4** Works collaboratively with others across the organisation and external stakeholders. | | | |
| Explains how they work collaboratively and adapt their communication style for stakeholders and internal audiences (K14, B4). |  |  |  |
| Demonstrates copywriting techniques to write communications that are in line with organisational brand guidelines ensuring that it is proofread for accuracy (S5, S7). |  |  |  |
|  | Justifies the communication methods used to present their findings and why others were not suitable (K14). |  |  |
|  | Evaluates the suitability of different copywriting techniques for different marketing communications, making valid and evidence-based recommendation (S5). |  |  |

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| --- | --- | --- | --- |
| **Pass criteria in Standard**  **(For reference only)** | **Distinction criteria in Standard**  **(for reference only)** | **Map evidence to the relevant KSB(s). Enter evidence reference number.**  **(Apprentice only)** | **Checked the evidence has been mapped correctly.**  **(Provider/Employer only)** |
| **Campaign management – KSBs: K11, K18, K19, K20, S1, S3, S16, S17, B1, B2** | | | |
| **K11** How internal stakeholders work to support the delivery of all marketing campaigns.  **K18** The importance of reviewing campaigns regularly to ensure effectiveness and optimisation.  **K19** The campaign management process including research, planning, budgeting, implementation, and delivery.  **K20** Tools used to support campaign management such as social media, Gantt charts, data analytics, and project management software.  **S1** Develop or interpret briefs for external or internal stakeholders and measure delivery in-line with the specification and agreed timelines.  **S3** Contribute to the generation of innovative and creative approaches across video, images, and other formats, both online and offline, to support campaign development.  **S16** Reviews campaigns regularly to ensure effectiveness, to optimise the results.  **S17** Measure and evaluate campaign delivery to identify areas for improvement.  **B1** Has accountability and ownership of their tasks and workload.  **B2** Takes responsibility, shows initiative and is organised. | | | |
| Explains clearly how campaign management process and tools used or proposed are appropriate, valid, and taking responsibility to enable effective reviews to take place leading to improvements in results with internal stakeholders engaged in the process (K11, K18, K19, K20, B2). |  |  |  |
| Measures and evaluates campaign delivery, accurately interpreting data to draw valid and accurate conclusions and ownership of the workload (S1, S3, S16, S17, B1). |  |  |  |
|  | Evaluates the strengths and weaknesses of different approaches used for campaign management and how the data that comes from the campaign management process can be used to inform the recommendations (K18, K19, S3, S16). |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Pass criteria in Standard**  **(For reference only)** | **Distinction criteria in Standard**  **(for reference only)** | **Map evidence to the relevant KSB(s). Enter evidence reference number.**  **(Apprentice only)** | **Checked the evidence has been mapped correctly.**  **(Provider/Employer only)** |
| **IT and digital – KSBs: S4, S12, S13, S14** | | | |
| **S4** Use research/survey software to gather audience insight and/or evaluation to support the project.  **S12** Create and maintain spreadsheets to support marketing activities such as project/budget planning and organisation of marketing assets.  **S13** Use technology and software packages to support day to day activities, e.g., stakeholder communications, development of briefs, data analysis, report writing, presentations and project management.  **S14** Identify and use data and technologies to achieve marketing objectives. | | | |
| Applies advanced techniques to the use of software packages to contribute to campaign management and achieving marketing objectives (S4, S12, S13, S14). | N/A |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **KSB coverage – Tick the box** **to confirm the Knowledge, Skills and Behaviours (KSBs) are evidenced in the project report.** | | | | |
| **Knowledge** | | **Skills** | | **Behaviours** |
| **K2**  **K3**  **K6**  **K11**  **K14**  **K17** | **K18**  **K19**  **K20** | **S1**  **S2**  **S3**  **S4**  **S5**  **S7** | **S12**  **S13**  **S14**  **S16**  **S17** | **B1**  **B2**  **B4** |

**City & Guilds Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer (9610-12)**

700: Apprentice Project Report and Presentation Checklist

This checklist has been created to help you and your provider/employer ensure that all relevant information is accounted for.

You do **not** need to submit a completed ‘checklist’ to City & Guilds.

|  |  |  |
| --- | --- | --- |
| **Apprentice Project Report and Presentation Checklist** | | **Tick when confirmed** |
| **Project report:** | |  |
| 1. | The project was started after Gateway has been confirmed (this is a requirement of the assessment plan). |  |
| 2. | The project report is being submitted in the form of a word-processed electronic report. |  |
| 3. | The project has a real business application and benefit. |  |
| 4. | The project meets the needs of your employer’s business and is relevant to your occupation and apprenticeship. |  |
| 5. | The report contains a clear explanation of the tasks carried out and relevant associated visual infographics. |  |
| 6. | The word count of 2500 words has been met, including headings. (-/+ 10% allowed – no less than 2250 words or more than 2750 words). If the project report word count is not within these parameters, it has not met the assessment plan requirements; please review. *Appendices, references and diagrams are* ***not*** *included in the word count total.* |  |
| 7. | * The project report includes: * an executive summary (or abstract) * an introduction * the scope of the project (including key performance indicators) * objectives * research and methodology * approach taken and risks to consider * financial budgeting and resources * discussion of findings * outcomes and impact of the project implemented * measure of success * recommendations and conclusions |  |
| 8. | An appendix containing the mapping of how the Knowledge, Skills and Behaviours (KSBs) are evidenced through the project report. City & Guilds have provided an evidence reference matrix for the project report in this pack. You may choose your own version, but this must clearly map the evidence to the KSBs assigned to this assessment method. |  |
| 9. | An appendix referencing acknowledgement of any sources used. |  |
| 10. | Any commercially sensitive/personal information used does not contravene data protection/policies. |  |
| 11. | Are all external sources of information appropriately referenced or permission obtained for their use? |  |
| **Presentation:** | | |
| 1. | The presentation must include:   * an overview of the project * the project scope (including key performance indicators) * a summary of actions undertaken by the apprentice * project outcomes and how these were achieved.   \* You must include speaker notes and any supporting materials with the presentation when submitting presentation evidence to City & Guilds. |  |
| 2. | Any commercially sensitive/personal information used does not contravene data protection/policies. |  |
| 3. | Are all external sources of information appropriately referenced or permission obtained for their use? |  |
| 4. | Have you practised your presentation? |  |

**City & Guilds Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer (9610-12)**

**701:** **Declaration of Authenticity Form – Portfolio of evidence**

|  |  |  |  |
| --- | --- | --- | --- |
| Apprentice | Name | Enrolment  number | 1234567 |

**Apprentice declaration:**

**I confirm that all work submitted is my own, and that I have acknowledged any sources I have used.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Apprentice** | Signature | **Date** | DD/MM/YY |

**Line manager declaration:**

**I confirm that all work was conducted under conditions designed to assure the authenticity of the apprentice’s work, and am satisfied that, to the best of my knowledge, the work produced is solely that of the apprentice.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Line manager** | Signature | **Date** | DD/MM/YY |

**Training provider declaration (if appropriate):**

**I confirm that the evidence presented by the apprentice is ready for End-point Assessment. It is valid, authentic, reliable and current and sufficient to meet the requirements of the relevant standard.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Training provider** | Name & Signature | **Date** | DD/MM/YY |

**City & Guilds Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer (9610-12)**

**701: Evidence Reference Matrix – Portfolio of evidence**

|  |  |  |  |
| --- | --- | --- | --- |
| **Apprentice name:** | | **Enrolment number:** | |
| **Pass criteria in Standard**  **(For reference only)** | **Distinction criteria in Standard**  **(for reference only)** | **Map evidence to the relevant KSB(s). Enter evidence reference number.**  **(Apprentice only)** | **Checked the evidence has been mapped correctly**  **(Provider/Employer only)** |
| **Marketing methods, principles, and practices – KSBs: K1, K4, K15** | | | |
| **K1** Marketing theory, concepts and basic principles such as what marketing is, the marketing mix the promotional mix and the differences between each channel used.  **K4** What a marketing plan is, how it is built and its purpose.  **K15** The principles of content marketing, and content creation. | | | |
| Explains how they have effectively applied relevant marketing theories, concepts, and principles to inform their decision making, drawing upon evidence to support their reasoning (K1, K4, K15). | N/A |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Pass criteria in Standard**  **(For reference only)** | **Distinction criteria in Standard**  **(for reference only)** | **Map evidence to the relevant KSB(s). Enter evidence reference number.**  **(Apprentice only)** | **Checked the evidence has been mapped correctly.**  **(Provider/Employer only)** |
| **Regulation and legislation – KSB: K9** | | | |
| **K9** Relevant regulatory and legislative requirements such as data protection, GDPR, cyber security, trading laws, and copyright law for the handling and processing of data and its application. | | | |
| Explains the regulatory and legislative requirements for handling and processing of data in their marketing role (K9). | N/A |  |  |
| **Marketing communications – KSBs: K10, B5** | | | |
| **K10** Principles of conducting marketing communications in an ethical and diverse manner.  **B5** Seeks learning opportunities and continuous professional development. | | | |
| Describes the principles of conducting marketing communications and why it is important that this is undertaken in an ethical and diverse manner (K10). | N/A |  |  |
| Explains how they identify and seek out opportunities for professional development (B5). | N/A |  |  |

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| --- | --- | --- | --- |
| **Pass criteria in Standard**  **(For reference only)** | **Distinction criteria in Standard**  **(for reference only)** | **Map evidence to the relevant KSB(s). Enter evidence reference number.**  **(Apprentice only)** | **Checked the evidence has been mapped correctly.**  **(Provider/Employer only)** |
| **Customer experience and the customer journey – KSBs: K13, K21, K22, B6** | | | |
| **K13** How to brief and manage external marketing suppliers.  **K21** The customer journey including customer offline and digital touchpoints, customer personas, how to engage customers at different stages of their journey, sales funnels and how to segment an audience for targeting.  **K22** The impact marketing has on the level of customer service or the customer experience, including community management channels.  **B6** Acts in a professional manner with integrity and confidentiality. | | | |
| Outlines how they brief and manage external suppliers in a professional manner with integrity and confidentiality (K13, B6). |  |  |  |
| Describes the customer journey including offline and digital touchpoints, customer personas, sales funnels and how they segment audiences for targeting and the impact that marketing has on customer service or experience (K21, K22). |  |  |  |
|  | Analyses the impact of customer targeting and makes evidence- based recommendations on how to improve the customer journey (K21, K22). |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Pass criteria in Standard**  **(For reference only)** | **Distinction criteria in Standard**  **(for reference only)** | **Map evidence to the relevant KSB(s). Enter evidence reference number.**  **(Apprentice only)** | **Checked the evidence has been mapped correctly.**  **(Provider/Employer only)** |
| **Research and campaign planning – KSBs: K5, S9** | | | |
| **K5** The importance of competitor analysis and how to undertake it.  **S9** Contribute to the research of external suppliers to support recommendations and procurement of marketing goods and services. | | | |
| Outlines the importance of competitor analysis and how this would be undertaken and contribute to the research of external suppliers to support recommendations (K5). | N/A |  |  |
| Contributes to research of external suppliers and make recommendations for the procurement of marketing goods and services (S9). |  |  |  |
| **IT and digital tools – KSBs: K7, K23, S8, S10** | | | |
| **K7** Create content using principles of design and copywriting, and how to adapt for online and offline mediums, eg writing digital content for the web compared to leaflets.  **K23** Quality management and the maintenance of online and offline assets.  **S8** Use software to design and create marketing assets to meet the technical specification.  **S10** Organise offline and digital assets ensuring they are co-ordinated and legally compliant. | | | |
| Discusses how to create content and how this would be adapted for different online and offline mediums using software to produce assets, organising offline and digital assets to ensure they are co-ordinated and legally compliant (K7, K23, S8, S10). | N/A |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Pass criteria in Standard**  **(For reference only)** | **Distinction criteria in Standard**  **(for reference only)** | **Map evidence to the relevant KSB(s). Enter evidence reference number.**  **(Apprentice only)** | **Checked the evidence has been mapped correctly.**  **(Provider/Employer only)** |
| **Campaign implementation and management – KSBs: K12, K16, S6, S11, S15, B3** | | | |
| **K12** Common marketing channels, cross channel behaviour, and how to manage and operate an integrated campaign using online and offline channels.  **K16** Budget management and how to measure return on investment (ROI).  **S6** Build and implement multi-channel campaigns across a variety of platforms, either offline or digital media.  **S11** Use a website content management system to publish text, images, and video/animated content.  **S15** Monitor and amend campaigns to meet budget requirements including time and monetary costs.  **B3** Works flexibly and adapts to circumstances. | | | |
| Summarises the common marketing channels and cross channel behaviour to use in order to build and implement campaigns using offline and online media platforms working flexibly and adapting to circumstances (K12, S6, B3). |  |  |  |
| Shows how a content management system is used to publish text, images and video/animated content (S11). |  |  |  |
| Describes how to measure return on investment (ROI) and demonstrate how campaigns are monitored and amended to meet budget requirements (K16, S15). |  |  |  |
|  | Evaluates the suitability of different marketing channels for building and implementing campaigns, making valid and evidence based recommendations for change (K12, S6). |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Pass criteria in Standard**  **(For reference only)** | **Distinction criteria in Standard**  **(for reference only)** | | **Map evidence to the relevant KSB(s). Enter evidence reference number.**  **(Apprentice only)** | **Checked the evidence has been mapped correctly.**  **(Provider/Employer only)** |
| **Data analysis and marketing evaluation – KSBs: K8, S18** | | | | |
| **K8** Current and emerging technologies, software and systems which impact on marketing.  **S18** Use data analysis tools to record, interpret and analyse customer or campaign data. | | | | |
| Identifies current and emerging technologies and software and how these are used to record and analyse customer data and the impact on marketing campaigns (K8, S18). | |  |  |  |
|  | | Justifies the technology and software used to analyse their findings and why others were not suitable (K8, S18). |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **KSB coverage – Tick the box** **to confirm the Knowledge, Skills and Behaviours (KSBs) are evidenced in the portfolio.** | | | | | |
| **Knowledge** | | | **Skills** | | **Behaviours** |
| **K1**  **K4**  **K5**  **K7**  **K8** | **K9**  **K10**  **K12**  **K13**  **K15** | **K16**  **K21**  **K22**  **K23** | **S6**  **S8**  **S9**  **S10** | **S11**  **S15**  **S18** | **B3**  **B5**  **B6** |

**City & Guilds Level 3 End-point Assessment for ST1031/AP1.0 Multi-channel Marketer (9610-12)**

**701: Apprentice Portfolio Checklist**

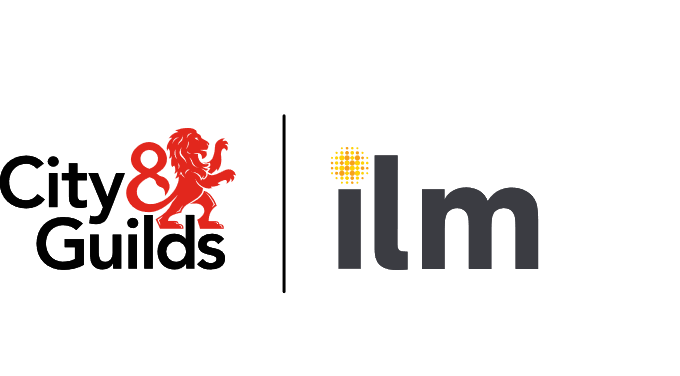
This checklist has been created to help you and your provider/employer ensure that all relevant information is accounted for.

You do **not** need to submit a completed ‘checklist’ to City & Guilds.

|  |  |  |
| --- | --- | --- |
| Apprentice Portfolio Checklist | | Tick when confirmed |
| 1. | Is the name of the apprentice, date and evidence reference on each of the relevant pieces of evidence? |  |
| 2. | Have you checked your evidence is valid, authentic, current and sufficient (VACS) to fulfill the requirements of the assessment plan? |  |
| 3. | The portfolio will typically contain **12 discrete pieces of evidence**. |  |
| 4. | If submitting up to 5 multimedia clips (individual duration of 5 minutes max), is the apprentice identifiable throughout, with a narrative of the actions being taken? |  |
| 5. | Does evidence clearly show it is the apprentice’s individual work (and if involved in teamwork, is it clear what specific contribution the apprentice made)? |  |
| 6. | Does the evidence clearly demonstrate your relevant knowledge? |  |
| 7. | Are any witness testimonies or employer references tailored to you? |  |
| 8. | Has the portfolio been checked that NO reflective accounts or any methods of self-assessment are included? |  |
| 9. | Have you used a mandatory evidence reference matrix form? Has all evidence been referenced? |  |
| 10. | Has your portfolio evidence covered all the KSBs and grading descriptors that are referenced? |  |
| 11. | Does the portfolio showcase your best pieces of work to meet the KSBs? |  |
| 12. | Any commercially sensitive/personal information used does not contravene data protection/policies. |  |
| 13. | Are all external sources of information appropriately referenced or permission obtained for their use? |  |
|  | **Reminder**: you must upload the completed Evidence Reference Matrix – Portfolio to EPA Pro. |  |

# Contact Us

|  |  |
| --- | --- |
| EPA Gateway Team: Initial Reservation & Gateway | [epa.gateway@cityandguilds.com](mailto:epa.gateway@cityandguilds.com) |
| EPA Events Team: Bookings & Cancellations (Post Gateway) | [EPA@cityandguilds.com](mailto:EPA@cityandguilds.com) |
| Technical Advisors: Sector-Specific Guidance | [Technical Advisors contact details](http://www.cityandguilds.com/what-we-offer/centres/technical-advisors) |
| City & Guilds Sales Team | [directsales@cityandguilds.com](mailto:directsales@cityandguilds.com) |
| ILM Sales team | 01543 266 867  [customer@i-l-m.com](mailto:customer@i-l-m.com) |
| City & Guilds Customer Services team | 0844 543 0000 (option 5 EPA)  [centresupport@cityandguilds.com](mailto:centresupport@cityandguilds.com) |
| ILM Customer Services team | 01543 266 867  [customer@i-l-m.com](mailto:customer@i-l-m.com) |
| Digital Sales: on-programme delivery resources | [Digitalsales@cityandguilds.com](mailto:Digitalsales@cityandguilds.com) |
| Digital Credentials | [digitalsupport@cityandguilds.com](mailto:digitalsupport@cityandguilds.com) |
| Digital Credentials: bulk email uploads | [DCServiceTeam@cityandguilds.com](mailto:DCServiceTeam@cityandguilds.com) |



|  |
| --- |
| Who we are  As part of the City & Guilds Group, we believe in a world where people and organisations have the confidence and capabilities to prosper, today and in the future.  As workplaces evolve, so do we. That’s why we set the standard for skills that transform lives, industries, and economies. |
| About City & Guilds  Founded in 1878 to develop the knowledge, skills, and behaviours needed to help businesses thrive, we offer a broad and imaginative range of products and services that help people achieve their potential through workbased learning.  We believe in a world where people and organisations have the confidence and capabilities to prosper, today and in the future. So we work with like-minded partners to develop the skills that industries demand across the world.  City and Guilds Group  **Giltspur House**  **5–6 Giltspur Street**  **London EC1A 9DE**  [www.cityandguilds.com](http://www.cityandguilds.com) |
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