



www.digitalanalyticsassociation.org
Professional Development Guide

Certificate Renewal Fee of \$50 Member and \$150 Nonmember / Late Fee - Add \$35 (US dollars) to the Fee

* Additional options will be considered by request. Please submit such request prior to the time of your maintenance submission to allow time for determination of possible acceptance.

Maintenance Item Selection	Hours / PDU's	Evidence Required
<p>Short Training Courses, Seminars and Workshops: Training courses and workshops aimed at developing your web analytics or business knowledge and competence are eligible for PDUs. They can also take the form of distance learning training programs but don't include training courses completed as part of an in-company development scheme (see category 4).</p> <p>Examples of these courses include (but are NOT limited to):</p> <ul style="list-style-type: none"> • The DAA Basecamp Series • eMetric's Workshops & Seminars • Webinars are include but must be at least 1 hour in length. 	2 hours = 1 PDU Max: 20 PDUs/year	<p>A certificate of attendance, invoice containing the participant's name, proof of enrollment or a signed letter of attendance from the course provider.</p> <p>You must indicate which domain the content applies to, unless the education program is pre-authorized by DAA.</p>
<p>Qualification Studies, College or University courses: All academic qualifications related to web analytics awarded by The Digital Analytics Association or other digital marketing, web analytics or business intelligence organization and awarded by a Government-recognized educational institution, are eligible for PDU hours.</p> <p>Examples of courses:</p> <ul style="list-style-type: none"> • UBC Award of Achievement in Web Analytics • UC Irvine Certificate in Web Intelligence 	1 credit = 15 PDUs Max:30 PDUs/year	<p>A copy of your qualification certificate or results indicating a pass mark and the course description from the material used to promote the course as distributed by the institution. Documentation of attendance in a transcript format, for formal education (translated in English). A copy of the registration and certificate for academic qualifications that don't routinely offer transcripts.</p>
<p>Professional Conferences and Development: Events web analytics, digital marketing or business-intelligence related participative conferences, development events and seminars, but excluding social events and meetings that form part of your normal job role.</p> <p>The following are eligible for PDU hours:</p> <ul style="list-style-type: none"> • Conferences and events organized by the Digital Analytics Association • Events run by other digital marketing, analytics or business-intelligence related organizations, including those from other professional bodies and industry related organizations • Conferences or exhibitions accredited or endorsed by the Digital Analytics Association • Presenting a topic that is covered in the "Knowledge Required for Certification" document during an approved conference as mentioned above. You will only receive PDUs for unique topics. <p>Examples of conferences:</p> <ul style="list-style-type: none"> • eMetrics • Conversion Conference • Predictive Analytics World • X Change 	<p>Full day conference = 3PDUs Presenter = 5 PDUs Max: 25 PDUs/year</p>	<p>Your booking/confirmation letter, name badge and a one page essay explaining how what you've learned or been exposed to during the conference relates to the "Required Knowledge for Certification" activities.</p> <p>If you've presented we will require a copy of your presentation and the agenda indicating your timeslot and topic.</p>
<p>In-Company Development: Attending employer-provided, workplace continuing education (excludes new staff orientation).</p> <p>The following are eligible for PDU hours:</p> <ul style="list-style-type: none"> • Training undertaken as part of a planned, in-company analytics based development scheme • Promotion and appraisal — recognition will be given for your development within an organization for which up to eight hours may be claimed 	Awarded based on impact as witnessed by employer. Max: 25 PDUs/year	<p>A certificate of achievement or a letter from your employer explaining the impact you've made post your training and, where appropriate, an outline of the project(s). In-company hours may be documented by the company on a log sheet listing the candidate name and for each development session; the date, content, hours, and showing of attendance. This can be a document maintained by the company with ongoing development hours shown, rather than individual event print-outs.</p>

* Failing to renew your certification within one year following the expiration date will result in an inactive status.