

## Calibrand leads debate on the realities of professional certification at European Test Publishers Conference

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Calibrand will host a discussion on professional certification at the second European Association of Test Publishers (E-ATP) conference at the Dolce Sitges Resort near Barcelona that starts today until 1st October 2010. The session is entitled 'Myth and Reality of a Professional Certification'. It will describe the development of the Diploma in Professional Financial Advice, a certification process to cover the Retail Distribution Review (RDR), delivered through an e-Assessment solution.

Calibrand Managing Director [Denis Saunders](#) commented, "Many UK financial professionals see some of the existing examination processes as cumbersome, expensive and inflexible. We will discuss the straightforward approach that [Calibrand](#) is taking to address these challenges in delivering the RDR-compliant [Diploma in Professional Financial Advice](#). This approach combines our experience in financial services assessment with innovation and outstanding value for money."

[RDR](#) is the process by which UK financial advisers are mandated by the regulator to raise their skill levels by the end of 2012. This helps to improve the quality of advice and nurtures public confidence in the qualified competence of financial advisers.

Saunders adds, "[e-Assessment Solutions](#) that are cost-effective and convenient for candidates are becoming more compelling. Calibrand have listened to the market and worked hard to create an authoritative [RDR](#) solution that is easy to understand, inclusive and innovative."

With Awarding Body expertise from the [Scottish Qualifications Authority \(SQA\)](#), a team of specialist item writers and content providers, the certification path is robust and gives real value to the financial workforce and the customers they serve.

Now in its second year, the [E-ATP conference](#) has over forty speakers over three days with [Calibrand's session](#) part of the conference theme 'Growing Advantage Through Assessment'.

Calibrand the currency for talent®, provides [software and solutions](#) that assess, monitor, measure, benchmark, track and test people during periods of employment and training. [Founded in 1991](#), Calibrand provides [services](#) to organisations in a range of market sectors. We give [our clients](#) a recognised standard for realising the true value of their workforce, the currency that enables business talent to be valued, measured, and exchanged.