

EMC Venues Handout Instructions for Today's Webinar:

- Go to *EMC Venues.com* Website
- Click on Education & Resources Tab on Home Page
- Go to Resources Section - Professional Development
- Find the CMP and Other Certifications
- Save to your Computer and Follow Along



TODAY'S WEBINAR

CMP and Other Certifications

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We strongly recommend a telephone connection for best reception

WEBINAR HOST:



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EMC Venues is a one-stop marketplace for meeting & event planners:

- Online Hotel and Resort Sourcing Tool and Support
- Educational Conferences
- Weekly Webinar Series
- Meeting Management Support Services



WEBINAR SPONSOR:

The Peabody Hotel Orlando



- A Premier Meeting Hotel
- 891 Rooms/Suites
- 57,000 Sq. Ft. Space
- 2010 Expansion
 - 1,641 Rooms
 - 250,000 Sq. Ft. Space
 - 99 Breakout Rooms
 - 22,000 Spa and Athletic Club



MEET USA 2009

East Coast: Thursday, October 29 and Friday, October 30, 2009
Hyatt Regency - New Brunswick, New Jersey

West Coast: Thursday, December 3 and Friday, December 4, 2009
Dolce Hayes Mansion - San Jose, CA

24-hour Networking and Educational Experience:

- Two General Sessions
- 12 Educational Sessions
- Networking Reception and Luncheon
- Two Hours Supplier Tradeshow

Visit: www.emcvenues.com **Calendar of Events to Learn More and Register**



FALL WEBINAR CALENDAR

WEBINARS: Calendar runs from Today through December

****Every Thursday at 2:00pm EST****

****See Calendar of Events Page for Timely Topics****

Register online at: www.emcvenues.com
Calendar of Event



Today's Presenter:



**Bonnie Walsh,
MA, CMP, CMM**

EMC *Venues*

CMP and Other Certifications

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My **Objectives** for this Webinar

- Think
- Evaluate
- Take Action

What are **Your** Objectives?

How do *You* Decide which Certification is Best for *You*?

What are *Your* Career Goals?

Why are *You* Pursuing a Certification?

Why Become a CMP, (Certified Meeting Professional)?

- **Recognition**
- **Competitive Advantage**
- **Peer Acceptance**
- **Salary Enhancement**
- **Personal Achievement**
- **Commitment**

CMP Benefits

Through the CMP program, individuals who are employed in meeting management

- pursue continuing education,**
- increase their industry involvement**
- gain industry-wide recognition.**

The requirements for certification are based on professional experience and a written examination

CMP Requirements

Minimum **3** years experience in meeting management to apply

Application must be approved with a minimum of **90 points** out of a possible 150

Pass the CMP Exam
consisting of **165** questions (only **150** count)
within **3** hours

CMP Application

**Submit checklist and fee payment with completed
CMP application**

Experience in Meeting Management 35 points

Management Responsibility 50 points

Education & Continuing Ed. 25 points

Membership 10 points

**Professional Contributions in
Meeting Management 30 points**

Total: 150 points

CMP Study Materials

CIC Manual 8th Edition	\$65.95
CIC International Manual	79.95
APEX Glossary	35.00
Professional Meeting Management 5th edition	75.95
IAEE (formerly IAEM) Guidelines for Display Rules and Regulations Supplement to CIC 8th edition	
CMP Study Groups	
On-line study guides	

CMP Schedule

Exam Application Deadline	10/28/09	3/4/10
Exam Registration Deadline	12/16/09	5/13/10
Examination	2/20/10	7/24/10

CMP Recertification

Once you have passed the CMP Exam, you must recertify every **5** years.

Requirements

Continued employment in meeting management

5 hours of continuing education in meeting management

60 points for application approval

Also, Emeritus Status

Why Become a CMM (Certified Meeting Manager)?

The **mission** of the Certification in Meeting Management (CMM) program is to select, educate, and certify management-level meeting and event professionals.

The **focus** of the certification is to provide continuing educational enhancements to the strategic decision-making ability of these leaders to manage and deliver exceptional meetings and events that drive organizational success.

Process to Obtain your CMM

Complete the [online application](#).

You will be notified by MPI within 10 business days if your application has been accepted. Once accepted to the program, you must register for an [upcoming education program](#).

Once registered for a program, you will receive notifications regarding pre-course work and/or reading required for the program (typical time requirement is 10-12 hours).

You must be present onsite for the **5½** day program.

Attendance is required for each session and group coursework participation is required for two evenings of the program.

Process to Obtain your CMM

One week following the **5½** day program, you must submit and successfully pass an online essay examination based on the coursework presented onsite.

You must submit a newly created business plan and receive a passing score.

Your CMM designation does **NOT** have to be recertified.

Criteria for Acceptance for CMM Program

Each area of the application will be scored based on the following criteria:

- A minimum of **10** years of experience in the industry.
- Expertise in all aspects of meeting management including, but not limited to, logistics management, budget management, people management, experience with legal/contracts, and management experience with marketing and communications.
- Consistent history of professional continuing education.
- In addition, the information provided on the application about a candidate's additional or exceptional qualifications is factored into the decision.
- The CMM program is limited to **56** participants.

CMM Registration Information

10/24- 10/29/09

Dallas, TX

Now Full

Dates for 2010 CMM Program will be announced in 10/09

CMM Application Fees

US \$75 for MPI Members; **US \$125** for non-members.

Registration

MPI Member – **US \$1,800**; Non-Member – **US \$2,200**

Fee includes continental breakfast and lunch Sunday - Thursday, opening reception, closing dinner and all attendee materials. Optional sponsored evening events may be included pending local sponsorship

Housing Reservation

Single Rate: **US \$145 per night**, per person.

CMM Modules

- **Writing a Strategic Business Plan**
- **Leadership Development**
- **Strategic Financial Management**
- **Contingency Planning and Business Continuity**
- **Strategic Communication and Negotiation**
- **Operational Excellence**
- **Integrated Marketing Communications**
- **Measurement & Metrics**

Why Become a CAE (Certified Association Executive)?

Designed to:

Elevate professional standards

Enhance individual performance

Designate association professionals who demonstrate the knowledge essential to the practice of association management.

CAE Benefits

Drives professional self confidence

Widespread value and recognition

Opens doors and creates connections

CAE Process

3 part process:

Fulfill pre-requisites

Pass an examination

4 hour knowledge based exam consisting of
200 multiple choice questions

Maintain credentials by renewing every 3 years

CAE Eligibility Requirements

- You are currently employed by a qualifying nonprofit organization or association management company.
- You are a chief executive officer and have **3** years of experience as CEO and a bachelor's degree or higher or you are working at the staff level in association management and have **5** years of experience and a bachelor's degree or higher.
- You are committed to upholding the ASAE Standards of Conduct and have no felony convictions.
- You have completed **75** hours of broad-based qualifying professional development within the last **5** years. Candidates must complete **100** hours of broad-based association management related professional development activities within the **5** years preceding the application. Within those **100** hours, no more than **20** can be from any one domain topic.

CAE

Qualifying Professional Experience

- **Employed in a qualifying nonprofit organization or association management company such as a trade association, professional society, individual membership organization, or philanthropic organization.**
- **Consultants, suppliers, vendors, and employees of for-profit ventures (other than association management companies) are not eligible for the CAE credential.**
- **Internship experience and service as a volunteer leader is not applicable toward the professional experience requirement.**

CAE

Qualifying Professional Experience

- **Have sufficient qualifying professional experience at a qualifying nonprofit organization or association management company.** Professional experience requirements are determined by your current (or most recent) employment position.
- **3** years experience as CEO with a bachelor's degree or equivalent
- **5** years experience as staff with a bachelor's degree or equivalent

CAE Exam Outline

Domain 1 Organizational Management 14-16%

- General Management
- Branding and Positioning
- Financial Management
- Globalization
- Strategic Planning and Thinking

CAE Exam Outline

Domain 2 Leadership 14-16%

- General Leadership
- Ethics
- Diversity
- Interpersonal Skills and Group Facilitation
- Negotiating

CAE Exam Outline

Domain 3 Administration 14-16%

Human Resources

Technology

Legal and Risk Management

Facilities Management

Vendor/Supplier Management

Business Planning

CAE Exam Outline

Domain 4

Knowledge Management and Research 4-6%

Knowledge Management System

Research, Evaluation, & Statistics

CAE Exam Outline

Domain 5 Governance & Structure 9-11%

Governance

Volunteer Leadership Development

Component Relations

CAE Exam Outline

Domain 6

**Public Policy, Government Relations, and
Coalition Building**

6-8%

Public Policy

Government Relations

Coalition Building

CAE Exam Outline

Domain 7 Membership Development 10-12%

Member Relations

Member Recruitment and Retention

Ethics Program

Standard-Setting Programs

CAE Exam Outline

Domain 8 Programs, Products, and Services 12- 14%

Development of Programs, Products, and Services

Fundraising, Sponsorships, and Development Programs

Meeting and Events

Certification, Accreditation, and Licensure

Affinity Programs

Professional Development Programs and Delivery Systems

CAE Exam Outline

Domain 9 Marketing, Public Relations,
and Communications 8-10%

Marketing

Public Relations Programs

Publications, Media, and Messages

CAE Examination Information and Dates

1st step toward earning your CAE after you've met your experience and education eligibility requirements is to submit an application.

Submit your application once you meet the application criteria and are prepared to sit for the exam within the next twelve months.

Friday, 5/7/10 test

Standard application deadline is Friday, 2/12/10

Why Become a CSEP (Certified Special Event Professional)?

- **Competitive Marketing Advantage**
- **Professional Development**
- **Networking Opportunities**
- **Recognition**
- **Increased Exposure**

CSEP Requirements

To qualify as a candidate for the CSEP exam, you must demonstrate a broad range of experience in the special events industry including:

A minimum of **3** years employment experience in the special events industry

Current, full-time employment in the special events industry

35 professional industry points

CSEP Requirements

- **Demonstrated experience and service in the Special Events industry**
- **Completion and passing score on all three parts of the CSEP exam**
 - **Objective—based on The Dictionary of Event Management**
 - **Essay—a case study in which the exam candidate demonstrates their mastery of the required competencies**
 - **Portfolio assessment.**

CSEP Content Outline

- 1) Development Phase – 27%**
- 2) Pre-production Phase – 45%**
- 3) Production Phase – 20%**
- 4) Post-production Phase – 8%**

CSEP Costs

Fees Related to the CSEP Program:

Candidate Exam Instruction Manual	\$50 USD
CSEP Application Submission Fee	\$150 USD
CSEP Exam Registration Fee	\$400 USD
Recertification Fee	\$200 USD
CSEP Emeritus Fee	\$300 USD

CSEP Exam

Exam Window Date	Application/Fee Due (90 days before)	Exam Fee Due
4/15-30/10	1/ 16/10	2/16/10

CSEP **Recertification**

Required to be recertified every **5 years to maintain the designation**

Must have accumulated a minimum of **35 points before the recertification application may be submitted. Verification of points will be required. No exam is required**

Why Become a CPCE (Certified Professional Catering Executive)?

The goals of the CPCE program sponsored by **NACE**
(National Association of Catering Executives) are to:

- Establish nationally recognized standard of competence in catering
- Promote professional commitment to excellence in catering
- Endorse active participation in educational offerings that support the continued competency of CPCE
- Aid employers in identifying qualified catering personnel
- Enhance the professional image of the catering executive
- Provide a sense of personal achievement for the advancement of one's career

CPCE Exam

The CPCE Exam was developed in conjunction with the Rosen College of Hospitality Management of University of Central Florida.

The exam consists of **175** multiple choice questions designed to emphasize **7** areas of core competencies of catering and event planning industry.

Accounting

Beverage Management

Catering Services

Contracts and Agreements

Event Management

Food Production

Sales & Marketing

CPCE Exam Dates

1/1-/10– Orlando, FL

1/15/10 – New Orleans, LA

(in conjunction with The Special Event)

1/30/10 – Nashville, TX

3/9/10 – Las Vegas, NV

(in conjunction with Catersource Conference)

Why Become a CSP (Certified Speaking Professional)?

Established in 1980

CSP is the speaking industry's international measure of speaking experience & skill conferred by the National Speakers Association (NSA) and the International Federation of Professional Speakers.

The CSP designation is earned through demonstrating competence in a combination of standards:

Professional platform skills, business management, Education, and Professional association.

CSP Requirements

Maintain 3 year membership in NSA and subscribe to its Code of Professional Ethics

Serve a specific number of clients within 5 years & present a specific number of professional speaking engagements.

Professionally prepared promotional materials.

Receive excellent ratings from past clients on professional performance evaluations & testimonials

Continued education

Application fee \$375.00

CSP Benefits

CSP brings a proven track record of experience and expertise.

CSPs offer wide varieties of approaches, topics and styles.

A Certified Speaking Professional provides a solid place with which to begin your search for the right speaker.

Why Become a CHME (Certified Hospitality Marketing Executive)?

**Demonstrates Credibility, Knowledge,
Expertise and Confidence**

**Ability to Develop and Execute Highly
Successful marketing programs**

Recognition

Leadership Capabilities

CHME Requirements

To qualify as a candidate:

Be actively employed within the hospitality industry - lodging, airlines, cruise lines, car rental companies, convention and visitors bureaus, and other related segments, such as vendors and suppliers.

Pre-examination assigns points based on your experience, association service and education. A total of 250 points is required, with a maximum of 125 points in each of the three summaries.

Complete a written, proctored examination and an original research paper of no less than 2,500 words.

CHME Costs

CHME exams are set up on an individual basis.

The fee is **\$350** for members and \$450 for non-members.

RESOURCES

Convention Industry Council (CIC)

1620 I Street, NW, Suite 615

Washington, DC 20006

Tel: 571 527 3116

www.conventionindustry.org

ASAE

1575 I St. NW, Washington, DC 20005

Tel: 888.950.2723, F. 202.371.8315

202-626-2821

e-mail: caedep@asaenet.org

www.asaecenter.org

RESOURCES

Hospitality Sales & Marketing Association Intl. (HSMAI)

1760 Old Meadow Road, Suite 500

McLean, VA 22102

Tel:703-506-3280 Fax: 703-506-3266

www.hsmai.org

International Special Events Society (ISES)

401 North Michigan Ave

Chicago, IL 60611-4267 USA

Tel: (800) 688-ISES (4737)

www.ises.com

RESOURCES

Meeting Professionals International (MPI)

3030 Lyndon B. Johnson Freeway, Suite 1700

Dallas, Texas 75234-2759

Tel: 1-972-702-3000 F:1-972-702-3070

www.mpiweb.org

National Association of Catering Executives (NACE)

9881 Broken Land Parkway, Suite 101

Columbia, MD 21046

Tel: 410-290-5410 F: 410-290-5460

www.nace.net

RESOURCES

National Speakers Association (NSA)

1500 South Priest Drive

Tempe, Arizona 85281

Tel: (480) 968-2552

www.nsaspeaker.org

AND NOW...

What ***ACTION*** Steps are you going to take following this webinar?

1.

2.

3.

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