

Eric Rozenberg, CMM, CMP

- President Ince&Tive
- MPI Vice Chairman Member Services

Today's program:

- About
 - Certified Meeting Professional
 - Certification in Meeting Management
- How do CMP and CMM compare
- The program facts
 - Certified Meeting Professional
 - Certification in Meeting Management
- Q&A



Certified Meeting Professional Program (CMP)

Setting the standard of excellence



cmm
global certification in meeting management



MEETING PROFESSIONALS INTERNATIONAL

Certified Meeting Professional® (CMP®) Certification Program

- “Governed ” and administered by the CIC
- Not an individual membership, but a professional designation
- CMP is owned and managed by the CIC. CIC member organizations provide study groups for CMP preparation
- Follows best certification practices



The CMP History

- Began in 1985 by The Convention Liaison Council
- Always “Certified Meeting PROFESSIONAL”, not planner
- Began as a response to increase the professionalism of meeting managers
- Only industry certification endorsed by all 32 CIC member organizations



CMP Program Goals

- Identify a body of knowledge
- Establish the level of knowledge and performance required for certification
- Stimulate the advancement of the art and science of meeting management
- Provide unique networking opportunities for those involved in the program
- Increase the value of practitioners
- Recognize and raise industry standards, practices and ethics
- Maximize the value received from the products and services provided by CMPs



CMP Benefits

- Authority to use the CMP designation on Letterhead, Business Cards, etc.
- Global Recognition
- Professional Development
- Personal Achievement / Competitive Advantage
- Newsletter Subscriptions
- Network of Fellow CMPs



CMP Statistics

- 12,585 worldwide as of January 2008
- 32 countries represented
- 427 new CMP's from the July 2007 examination
- Majority (70%) are planners
- Suppliers and other industry professionals welcomed

Application Requirements

- A minimum of three years work experience in meeting management
- Responsibility and accountability for the successful completion of meetings
- Unemployed individuals may apply within 12 months of the onset of unemployed status

The Global Certification in Meeting Management (CMM)

Enhancing careers and businesses
and increasing influence



cmm
global certification in meeting management



CMM – what is it?

- The Global Certification in Meeting Management (CMM) is the first university co-developed global professional designation for meeting professionals
- It is designed to help meeting professionals to strengthen their strategic value and influence within their organizations and the global industry



cmm
global certification in meeting management



The CMM History

- Introduced in 1995 in Europe as tactical meeting planning program
 - Developed by MPI Task Force and the Institute de Management Hotelier International (IMHI), Paris
- Adapted in 1998 to move from tactical to strategic, advanced level
 - CMM became global program
 - Michigan State University (MSU) partnered in the development of the initial curriculum for the new strategic-focused Global CMM
- Constantly evolving curriculum
 - input from attendees
 - Industry developments
 - experienced faculty at MSU, CMM Advisory Board, staff and volunteers



cmm
global certification in meeting management



The CMM program provides

- Education in strategic thinking and acting
- An opportunity to re-energize your career and/or business
- The ability to enhance your influence by learning the language of "The Board" or other key decision makers impacting your business
- A global certification and industry recognition
- A networking community of other advanced level people
- Potential career advancement
- Authority to use the CMM designation on Letterhead, Business Cards, etc.



cmm
global certification in meeting management



CMM Statistics

- Over 400 CMMs worldwide as of January 2007
- Majority are planners
- Suppliers need to become MPI member in order to apply



cmm
global certification in meeting management



MEETING PROFESSIONALS INTERNATIONAL

Are you dealing with.....

- ROI on meetings
- Cutbacks and budget constraints
- Keeping ahead of the competition
- Mergers, centralizing, job security
- Maximizing technology
- Finding and keeping quality staff
- Keeping clients and managing suppliers
- Outsourcing issues, procurement
- ... doing more with less?!



cmm
global certification in meeting management



MEETING PROFESSIONALS INTERNATIONAL

Do you.....

- Have an extensive industry experience?
- Need to move your career to a more strategic level?
- Need to demonstrate your value?
- Want to improve your strategic thinking skills and learn how to put them into action?
- Need to speak the same language as management/business clients/sr execs?
- Wish to stay ahead of competition?
- Seek interaction with senior industry peers?

Then CMM is the right program for you!!!!!!



CMP and CMM

How do they compare



How do they compare

CMP

- Tactical
- Experience: 3-5 years
- Professional skills
- Compare: Bachelor
- Become an excellent meeting professional
- Self study/study groups
- Exam (multiple choice)
- Recertify every 5 years

CMM

- Strategic
- Experience: 5-10 years
- Personal skills
- Compare: Masters
- Think and act more strategically
- Self study + residency
- Exam (essay questions) and Business Plan
- Single program

CMP program facts

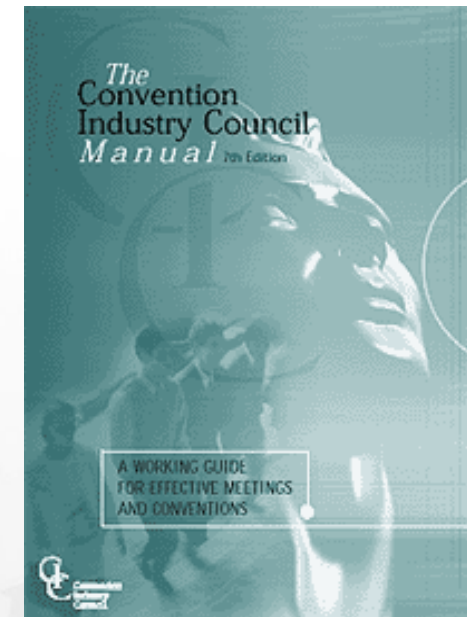


The CMP Process

1. Obtain the CMP Candidate Handbook (includes CMP application) from CIC
2. Complete and submit the application
3. Review the CMP blueprint material
4. Study/prepare
5. Sit for the exam
6. Re-certify every five years

Study Resources

- CIC Manual, 8th Edition
- CIC International Manual, 1st Edition
- APEX Industry Glossary



Study Groups

- Independent from CIC
- Groups can be self-led or professionally facilitated
- Cost and frequency of meetings depends on the group
- Study group guidelines are available on CIC website
- Many study groups offer a weekend immersion course in place of weekly meetings

Program Fees

- CMP Candidate Handbook = Free! Obtained online
- Application Submission Fee = \$ 225, non-refundable
(approx. € 125)
- Exam Registration Fee = \$ 450
(approx. € 340)

Eligibility

- Application submission fee valid for two years.
- Candidates have two years from the time of eligibility to take and pass the exam.
- This two-year period starts as soon as CIC notifies applicants of their eligibility.

Exam dates & deadlines

- 21 April 2008: at IMEX/Frankfurt trade show
 - Closed
- 09 August 2008: Location tba
 - Note: exam location can be added if 20 or more applicants in a given country are accepted during the application process
 - The deadline: 11, June 2008 for examination registration
 - 2009: 09 February, 2009 Application submission deadline
 - 30 March, 2009 Exam registration deadline
 - 25 May, 2009 Exam at IMEX/Frankfurt trade show

Recertification

- Initial certification is valid for five years
- Complete a recertification application
- CMPs who recertify on time, do not have to take another exam to be recertified!
- Based on continued employment, education and professional contributions

CMM program facts



CMM Four Step Process

1. Acceptance into the program
2. Pre-Residency
3. 5-day Residency Program
4. Post-residency Exam & Business Plan



cmm
global certification in meeting management



MEETING PROFESSIONALS INTERNATIONAL

Program cost

- Application fee \$75/\$125 (non-refundable)
(approx. € 60 / € 95)
- Program \$1,800/\$2,200
(approx. € 1375/ € 1675)
- Accommodations and transportation

Q & A



Thank you for attending!

- Please leave your business card
- Fill in evaluation form
- For more info and latest program details, application forms, check the websites:
 - <http://www.conventionindustry.org/cmp/index.htm>
 - <http://www.mpiweb.org> Education & Events Section