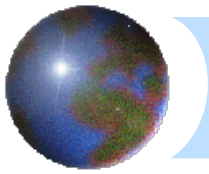


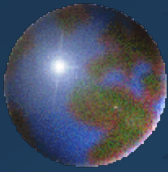
The Certified Meeting Professional (CMP) Certification





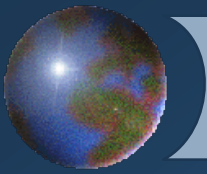
“CMP Hands on Application Process”

Presented by Karen Kotowski, CMP
Chief Operating Officer
Convention Industry Council
Thursday, 28 May 2009



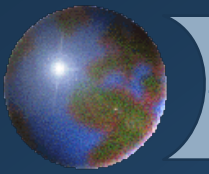
Agenda

- ⊕ CIC
- ⊕ History of CMP Designation
- ⊕ CMP Program Goals & Benefits
- ⊕ The CMP Process
- ⊕ CMP Fees
- ⊕ The CMP Application
- ⊕ The CMP Examination
- ⊕ Recertification
- ⊕ Open Discussion/Questions



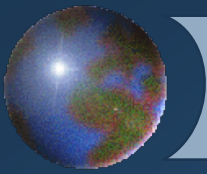
The Convention Industry Council (CIC)

- ❖ The Convention Industry Council (CIC) is a federation of 34 national and international associations representing all aspects of the meeting, convention, and exhibition industry. The CIC owns and administers the Certified Meeting Professional (CMP) certification.



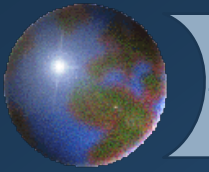
Major CIC Programs

- ❖ Certified Meeting Professional (CMP)
- ❖ Hall of Leaders
- ❖ Accepted Practices Exchange (APEX)
- ❖ CIC Manual/Publications
- ❖ Economic Impact Study, other white papers



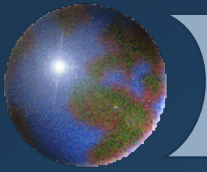
Certified Meeting Professional® (CMP®) Certification Program

- ❖ "Owned, governed and administered by the CIC"
- ❖ Not an individual membership, but a professional designation
- ❖ Follows best certification practices



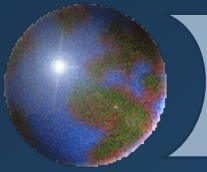
CMP Program Goals

- ✦ 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



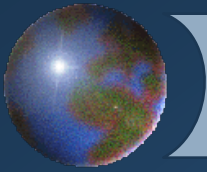
CMP Program Goals Continued...

- ✿ Recognize and raise industry standards, practices and ethics
- ✿ Maximize the value received from the products and services provided by CMPs



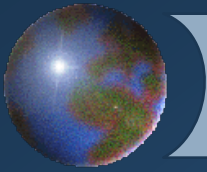
CMP Benefits

- ⊕ 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



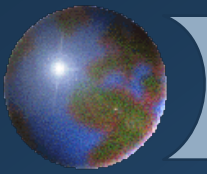
CMP Program Players

- ✦ CMP Board of Directors
- ✦ CIC Staff
- ✦ Testing Agency –Prometric, Inc.
- ✦ Psychometrician – “Testing Expert”
- ✦ Volunteer CMPs – item writers, assistant proctors, booth coverage, study group leaders



CMP Statistics

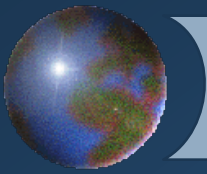
- ❖ 8,777 have earned CMP credential in 36 countries worldwide
- ❖ Majority (70%) are planners
- ❖ Suppliers and other industry professionals welcomed



The CMP Process

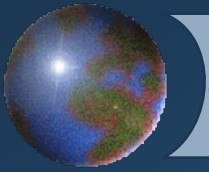
(for next International Exam Site: 25 May 2009, IMEX in Frankfurt, Germany)

1. CMP Application is on-line. Visit the CIC website: www.conventionindustry.org to access.– a minimum of 90 out of a possible 150 points needed to qualify.
2. Submit the application by February 9, 2009
Review process approximately 2-3 weeks
3. *Register for Exam by March 30 2009*
4. *Receive Pass/Fail notification from the testing agency within 60 days after the exam*
5. *Recertify every 5 years*



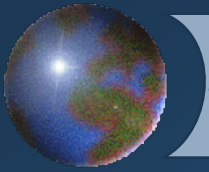
Completing the Application

- ❖ Website: www.conventionindustry.org
- ❖ Follow the link to access the CMP Application
- ❖ Submit completed on-line application to MCI Office along with required documentation & application fee



Application Requirements

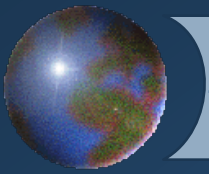
- ❖ A minimum of three years work experience in meeting management
- ❖ Responsibility and accountability for the successful completion of meetings
- ❖ Unemployed individuals may apply within 12 months of the onset of unemployed status



Application Point System









A Minimum of 90 points is required

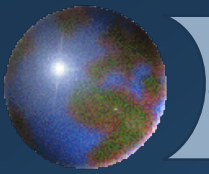
- ⊕ Experience: maximum points - 35
- ⊕ Management responsibility – 50
- ⊕ Education/continuing education – 25
- ⊕ Membership – 10
- ⊕ Professional contributions in meeting management – 30



Section I – Experience in Meeting Management

35 Points Maximum

-  Minimum of 3 years full-time work experience
-  Title
-  Description of Responsibilities
-  Organization & Address
-  Employment Dates (mm/yyyy – mm/yyyy)
-  % in Meeting Management, Sales, Other
-  Calculate total years for each position listed
-  Attach extra pages and resume if necessary



Section I – Cont.

✦ Calculating points...

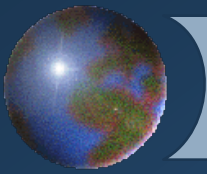
1-25% = ___ years x 1 point per year = ___

26-50% = ___ years x 2 points per year = ___

51-75% = ___ years x 3 points per year = ___

76-100% = ___ years x 4 points per year = ___

Total Points for Section I _____(35 Max)



Section II – Management Responsibility

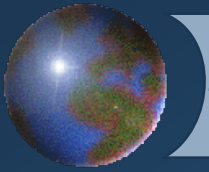
🌀 50 Points Maximum

■ Part A - Management of People (5 Points Max)

- In-house Staff _____
- Independent Contractor(s)/Suppliers _____
- International Offices/Staff _____
- Outsourced Staff _____

■ Part B - Management of Meetings (15 Points Max)

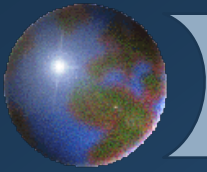
- 1-2 Points for each for meeting management function for which you are responsible.



Section II – Cont.

- Part C - Scope of Meetings (30 Points Max)
 - Size less than 50 1 Point
 - 50 – 150 2 Points
 - 151 – 250 3 Points
 - 251 – 500 5 Points
 - 501 – 3,000 10 Points
 - 3,001 – 10,000 15 Points
 - More than 10,000 20 Points

 - Subtotal for Size of Largest Meeting _____

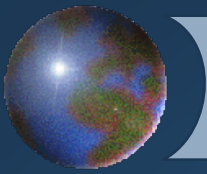


Section II – Cont.

❁ Part C - Scope of Meetings (30 Points Max)

- 1-5 Meetings Per Year 5 Points
- 6-25 Meetings Per Year 10 Points
- 26-50 Meetings Per Year 15 Points
- 51-100 Meetings Per Year 20 Points
- More than 100 25 Points

Subtotal for Number of Meetings _____



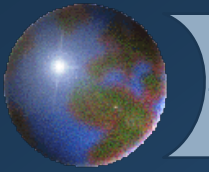
Section III – Education & Cont. Ed

25 Points Maximum

Part A - Formal Education & Internships (10 Point Max)

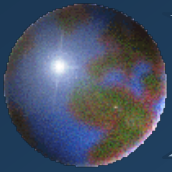
- Masters in Meeting/Hospitality Mgmt. 10 Points
- Master's Degree 8 Points
- BA/BS in Meeting/Hospitality Mgmt. 8 Points
- BA/BS 4 Points
- Associates Degree in Meeting/Hospitality 4 Points
- Associates Degree/some college no degree 2 Points
- High School 1 Point

** 2 additional points may be awarded for formal, supervised internships in meeting/hospitality management of less than 18 months, more points may be awarded for internships more than 18 months.*



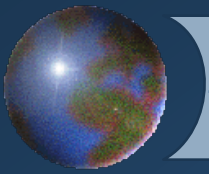
Section III – Cont.

- ❖ Part B - Continuing Ed (15 Point Max)
 - ❑ Name of Program/Topic, Program Sponsor, Date, Location, and Contact Hours
 - Meeting Management Contact Hours Divided by 10 _____
 - Sales/Administrative Hours Divided by 20 _____
 - ❑ Attach additional sheets if necessary
 - ❑ Sum of points NOT sum of contact hours



Section IV - Membership

- ⊕ 10 Points Maximum, 5 points for each membership
- ⊕ Organizations listed OR “other”
 - ⊞ Submit a copy of the organizations mission statement
 - ⊞ Do not use acronyms
- ⊕ Past memberships are acceptable
- ⊕ Must be individual membership



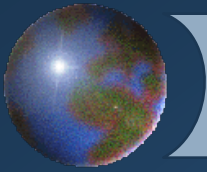
Section V – Professional Contributions

✚ 30 Points Maximum

■ Part A – Authoring/Publishing Articles (5 Points Max)

- International Publication 4 Points
- National Publication 3 Points
- Regional Publication 2 Points

■ Title of Article, Publication, Date of Publication, and Type of Publication

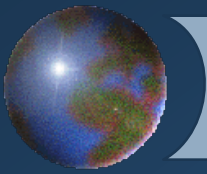


Section V – Cont.

✚ 30 Points Maximum

▣ Part B - Teaching/Speaking (10 Points Max)

- Program/Meeting, Title of Course/Presentation, Program, Meeting Sponsor, Date, Location
- College/University Level Course 10 Points
- Speaker 2 Points
- Panelist or Discussion Leader 1 Point

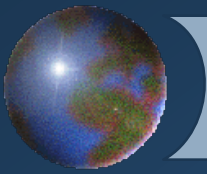


Section V – Cont.

✚ 30 Points Maximum

▣ Part C – Awards & Professional Designations (5 Points Max)

- Name, Purpose, Sponsoring Organization, Date, Qualifications, and Any Other Data
 - Professional Designation 3 Points
 - International/National Award 2 Points
 - Regional/Local Award 1 Point

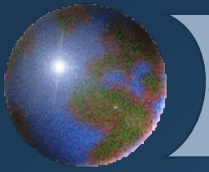


Section V – Cont.

✚ 30 Points Maximum

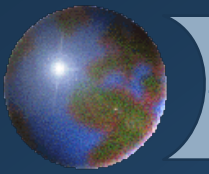
▣ Part D - Leadership Roles (10 Points Max)

- Position Held, Organization, Name of Panel/Committee, Dates
 - National/International Office
 - Chapter/Club/Affiliates
 - APEX Involvement



Program Fees – US \$

- ❖ Application Submission Fee = \$225 (US), non-refundable
- ❖ Exam Registration Fee = \$450 (US)
- ❖ Recertification Fee = \$200 (US)



Program Fees cont.

- ✚ CMP Study Groups

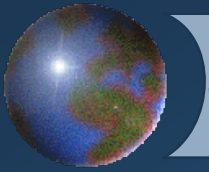
- ✚ Recommended Reference Books

CIC Manual, 8th Edition \$65.95 USD

International, 1st Edition - \$79.95 USD

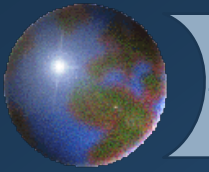
PMM 5th Edition – \$79.95 USD

APEX Glossary – \$35.00 USD



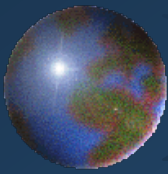
Eligibility

- Approved 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.



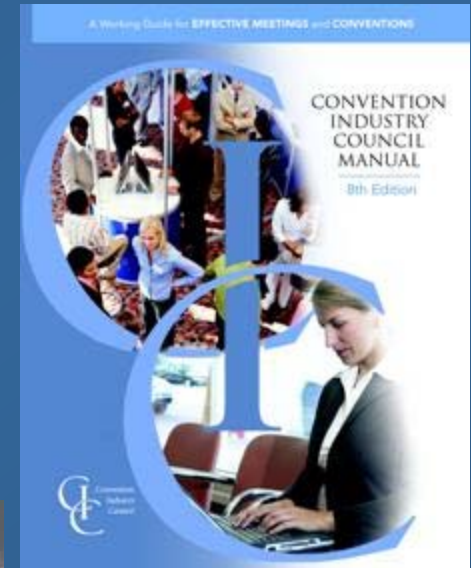
Exam Deadlines

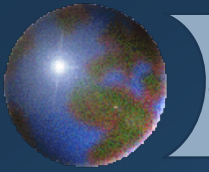
- ❖ Next IMEX Frankfurt exam is 25 May 2009
- ❖ Deadline to submit application for IMEX/Frankfurt exam is 9 February 2009



Study Resources

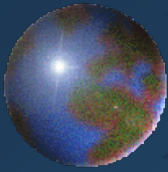
- ❖ *CIC Manual, 8th Edition*
- ❖ *CIC International Manual, 1st Edition*
- ❖ *PCMA's Professional Meeting Management, 5th Edition*
- ❖ *APEX (Accepted Practices EXchange) Glossary*





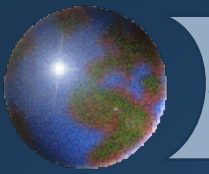
Exam Preparation -

- ❖ Study Groups: Independent from CIC
 - ❑ Groups can be self-led or professionally facilitated
 - ❑ Cost and frequency of meetings depends on the group



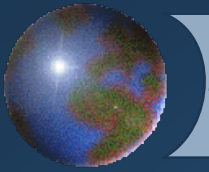
On Line Prep Course

- ✚ PCMA – (Professional Convention Management Association)
www.pcma.org



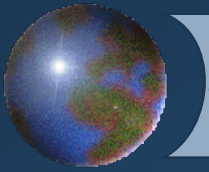
CMP Blueprint- *“Body of Knowledge”*

- ❖ 5 topic areas called “Domains”
- ❖ Exam questions are written to assess candidates’ knowledge of meeting management in these particular areas
- ❖ Numbers in brackets = number of questions on CMP exam



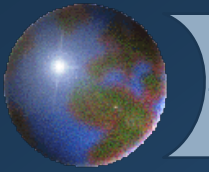
CMP Policies & Tips

- ❖ Adhere to the CMP policies and deadlines outlined in the *CMP Candidate Handbook*
- ❖ Study the *CMP Blueprint* areas in the *Handbook*
- ❖ The CMP Blueprint is divided into 5 main Domains with a range of 27 to 36 questions from each Domain
- ❖ Study each and every meeting management topic regardless of number of questions anticipated



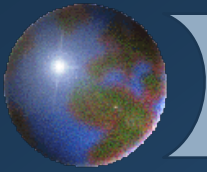
Exam Info

- ❖ Exam items undergo review process - CMP item writers, the CMP Board of Directors Exam Committee & the testing agency
- ❖ Items measure competency and skill
- ❖ Writing & reviewing questions ongoing process to keep exam current



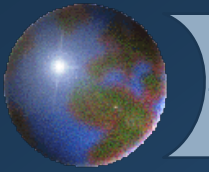
Exam Info cont.

- ❖ Each test comprised of a new selection from the CMP “Item Bank”
- ❖ CMP “Item Bank,” is a database of test questions prepared by CMPs at CMP Conclaves
- ❖ Exam is designed to measure competency rather than academic excellence
- ❖ Exam is scored as either pass or fail



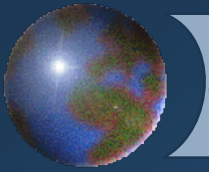
Test Format and Score

- ❖ 165 multiple choice items (questions)
- ❖ 3.5 hours
- ❖ You may comment on items
- ❖ Flawed items are discarded from scoring
- ❖ Answer sheet scored by computer
- ❖ Tests are screened for cultural nuances



Sample Question # 1

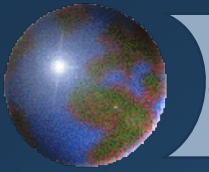
- ❖ A company hires three experts to discuss a particular topic during a session for its 100 representatives. There is to be limited audience participation. What type of session should be planned?
- ❖ A. Forum
- ❖ B. Seminar
- ❖ C. Symposium
- ❖ D. Lecture



Answer

❖ Symposium

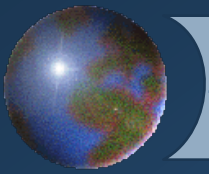
- ❖ Definition: A symposium includes a series of short presentations by several speakers, each of whom addresses a single issue. Each speaker has a time limit in order that a number of viewpoints may be heard.



Sample Question # 2

- ❖ A meeting professional needs to set up a breakout room for a 30 person discussion in a room containing 1,200 square feet. Which of the following would be the MOST efficient room setup?

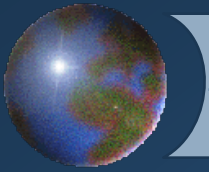
- ❖ A. School room with 30 inch (76 cm) tables
- ❖ B. Tablet chairs
- ❖ C. Round tables seating ten person each
- ❖ D. Hollow square



Answer

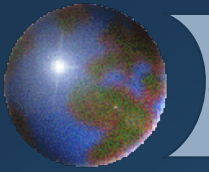
❖ D Hollow Square

- ❖ Definition: A hollow square is used when 13-30 people are in a schoolroom or conference-type setting and there are no A/V presentations planned.



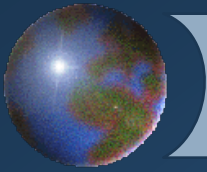
Special Accommodations

- ⊕ Candidates should request special exam accommodations in writing to CIC before or during examination registration
- ⊕ Religious observances
- ⊕ English as a second language
- ⊕ ADA requirements
- ⊕ Health concerns
- ⊕ Documentation required at registration



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



Questions/discussion

- ❖ Thank you for your interest and we hope this session has helped you to be eager to become a CMP!!!