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CEM Modules 2011-Course Descriptions

CONFERENCE AND MEETING MANAGEMENT PRINCIPLES

(Formerly Basic Conference & Meeting Management)

Meetings and meeting management in a myriad of formats such as educational programming, business and committee meetings, receptions, special events, room block, and sleeping room management are all an integral part of most exhibitions/events. Exhibition managers must possess a working knowledge of the activities and functions related to meetings and master the skills to address this different set of logistics than those related to the management of the exhibition.

After completing this module the student will be able to:

- Describe the importance of an attendee profile to the meeting planning process
- Describe the characteristics of the adult learner
- Create a well-defined program and learning objectives for a meeting
- Identify the most common visual aids used in meeting programs
- Describes the basic room setups used for meetings
- Describe the basic requirements for accessible meetings
- Prepare and review a banquet event order for your meetings
- Describe the role food plays in planning meeting programs
- Create a summative evaluation for an educational meeting

EVENT MARKETING: ATTENDANCE, EXHIBIT, AND SPONSORSHIP PROMOTION

(Formerly Attendance Promotion)

Event marketing includes attendee promotion and exhibit, sponsorship and advertising sales, and how various marketing approaches are integrated to create an overall event strategy that draws on each component to create a successful event or exhibition. The exhibition manager faces the constant challenge of selecting the best methods and strategies to market their events and to effectively convey the marketing message to their target market.

After completing this module the student will be able to:

- Set measurable goals and objectives for the marketing plan
- Differentiate between sales and marketing
- Develop a marketing plan
- Identify the types of marketing tools that are used to effectively promote exhibitions and events to attendees, exhibitors, and sponsors
- Identify staff and resources needed to implement the marketing plan
- Set metrics to evaluate individual marketing activities and the overall marketing plan

EVENT OPERATIONS

Your exhibition is only a few days away. As a manager, you have spent the past months planning and organizing your exhibition. Planning and organizing are management functions conducted during the preparation stages of an exhibition. Once you move your operation on site and bring your exhibition to life, so to speak, your management functions switch to directing and controlling.

After completing this module the student will be able to:

- Explain the differences between the four management functions of planning, organizing, directing and controlling.
- Compile an Event Specification Guide for an upcoming event
- Develop a checklist of items to be placed on the agenda for a pre-con with each official contractor
- Identify the elements of an Exhibitor Manual
- Develop a plan for a daily routine during show days.
- Identify the security requirements needed during move-out.
- Explain the value of conducting a post-event evaluation

EXHIBITION AND EVENT SALES FUNDAMENTALS

(Formerly Selling Exhibit Space and Developing an Exhibitor Prospectus)

Selling is tough, and in order to succeed, you need to constantly and proactively seek prospects that have a need for your event. Most exhibition industry veterans will say that the key to selling exhibit space is built on establishing relationships. In addition to selling exhibit space and other marketing opportunities at your event, it is up to you as sales professional to attend industry and competitive events, read trade publications, and constantly look for ways to network and nurture all types of relationships that will benefit your event.

After completing this module the student will be able to:

- Identify the differences between the selling and marketing processes
- Create a database to manage sales efforts
- Develop a sales plan with accompanying goals and strategies
- Create a *unique selling proposition* (USP) for an event

Develop an integrated marketing campaign for an event

FACILITY AND SITE SELECTION

(Formerly Site Selection & Developing an RFP & Outsourcing)

The importance of strategic planning to ensure a successful exhibition can never be stressed enough. High on the list of early planning strategies is the selection of the perfect site that meets or exceeds the needs of the proposed exhibition. Choosing an appropriate facility is not a matter of just looking for a “large, empty box.” Choosing the perfect building in the wrong location can do irreparable damage and vice versa. Making the right decision in site selection requires gathering and analyzing a large amount of input from all stakeholders.

After completing this module the student will be able to:

- Discuss the importance of site selection to the overall exhibition management function
- Identify the assets and liabilities of using various exhibition sites such as convention centers, private auditoriums, multi-purpose facilities (MPFs), multi-use facilities and hotels
- Describe how to choose a site based on criteria identified by the exhibition manager, the service contractor and the meeting manager
- Develop a basic request for proposal for any type of facility or location

FINANCE, BUDGETING, AND CONTRACTS

(Formerly Show Development and Developing and RFP and Outsourcing)

Accounting, budgeting, and contracting with hotels, convention facilities, and vendors, are the cornerstones to successful and responsible exhibition management. A well developed and well-administered budget is crucial to enabling an exhibition manager to accurately project and monitor income and expenses, track cash flow and cost controls, and ultimately measure the success of the event and the organization's return on their investment.

After completing this module the student will be able to:

- ▶ Identify and define revenue sources and expense items for exhibitions and events;
- ▶ Design and develop workable registration, exhibit, sponsorship and advertising fee structures
- ▶ Recall basic accounting principals as related to exhibitions and events;
- ▶ Construct a budget for an exhibition or event;
- ▶ Recall contract basics as related to exhibitions and events;
- ▶ Identify facilities, vendors, etc. for which contracts are important as related to exhibitions and events;
- ▶ Be familiar with terms and conditions of exhibition and event related contracts;

Identify legal implications and considerations of exhibition and event related contracts

FLOOR PLAN DEVELOPMENT

(Formerly Floor Plans & Layouts)

With every new or established exhibition there are basic steps taken during the initial planning and development stages that lay the groundwork for the entire event. One of the first critical steps is the development of a strategic and accurate floor plan. The floor plan is the working design document that becomes the exhibition marketplace and is a selling tool used to attract the targeted exhibitor-base to a show.

After completing this module the student will be able to:

- Recall the importance of a well-designed and workable floor plan
- Identify the primary factors necessary to create a functional and workable floor plan that meets the sales goals and objectives and the needs of exhibitors and show management
- Analyze and evaluate past and current floor plans to identify strengths and weaknesses for improvements and necessary enhancements to future floor plans
- Identify the most common kinds of booths (or stands) used in a typical floor plan
- Recall the fire and safety codes and security and safety issues as they relate to floor plan development
- Identify factors that impact traffic flow on a floor plan
- Identify various space assignment systems and how they will affect the design
- Determine the exhibition's target-market and industry-segment needs in order to develop a floor plan that meets exhibitor and attendee needs
- Design a workable floor plan for an exhibition

HOUSING AND REGISTRATION MANAGEMENT

(Formerly Housing & Transportation and Registration Management)

In addition to the everyday responsibilities of the exhibit manager, ancillary services are provided to exhibition attendees and exhibitors which require an understanding of the needs of the guests as well as a solid working knowledge of hotel operations. Two of the service elements inherent in most events today are arranging for accommodation for all of guests and identifying which guests will be allowed access to which portion of the event. Regardless of how these services will be delivered, planning must begin early to ensure that housing and registration are easily accessed and do not become a hindrance to attending the event.

After completing this module the student will be able to:

- List key information needed before planning how to manage registration and housing
- Discuss several criteria to consider when deciding whether to obtain housing and registration from a single provider
- Be conversant with the terminology used by housing & registration service providers.
- Identify the various housing & registration options for an event
- Create a timeline with benchmarks for housing & registration planning
- Identify the five essential elements in a legal contract.
- Describe various ways to promote a housing program.
- Recognize how registration and housing providers charge for services

SECURITY, RISK, AND CRISIS MANAGEMENT

(Formerly Crisis Prevention Management)

Effective event management addresses the identification and management of potential risks to the safety of attendees and exhibitors. Risk assessment and management, identify and managing security needs, and the management of crises and emergencies are considered throughout the advance planning process and on-site management of exhibitions and events.

After completing this module the student will be able to:

- Recognize the importance of risk assessment and management related to exhibitions and events
- Identify the risk management tools in relation to a potential crises, emergency, and/or peril in exhibitions and events
- Define the concepts and identify the difference of planning versus reacting; crises versus emergencies
- Identify the security needs of an exhibition/event
- Prepare a detailed Request for Proposal for a security vendor
- Evaluate responses to a security RFP and hire a competent security contractor
- Name the different types of insurance
- Identify the different types of event related to insurance
- Identify and analyze a potential crisis situations within an exhibition/event
- Recognize the importance of emergency management and preparedness
- Develop the basic elements of a crisis management plan

SELECTING SERVICE CONTRACTORS

An exhibition can only be produced by a mutual effort of multiple entities, many of which exist outside the sponsoring organization. A substantial portion of the exhibition or event organizer's job is to shop the industry for services and products needed and to contract for their services.

After completing this module the student will be able to:

- Identify the areas where outsourcing is desirable in their organization
- Identify the different types of service contractors and the services each is able to provide
- Recall how local labor regulations impact exhibitions
- Describe the role of exclusive contractors, general service contractors, and specialty contractors
- Develop a Request for Proposal and choose a suitable vendor
- Understand the basic elements of a service contract
- Describe how the relationship between the show organizer and the various contractors is managed

STRATEGIC PLANNING AND MANAGEMENT

(Formerly Show Development)

Exhibitions not only support industry and market segments, they fuel local economies and overall business travel is a multimillion dollar industry in its own right. To remain competitive and viable in the exhibition industry, organizations that plan, manage, or own exhibitions and events must continually define and review their strategies, measure where their event falls within a particular market segment, position the event or organization to meet or beat the competition, and develop plans to assure business continuity and success.

After completing this module the student will be able to:

- ▶ Explain the uniqueness of exhibitions and events and their role in an organization's structure;
- ▶ Recall how economic climate and globalization can impact an event in terms of industry and marketplace position;
- ▶ Identify the key processes that take place during the development of a Strategic Plan;
- ▶ Explain the process involved in developing mission and vision statements, goals and objectives;
- ▶ Describe the importance of a needs analysis and assessments
- ▶ Develop competitive and market analyses and demonstrate how the results of these can impact an existing exhibition or event or the launch of a new one;
- ▶ Design and develop effective (S.M.A.R.T.) goals and objectives;
- ▶ Discuss the importance of the project management process in relation to strategic planning and management;
- ▶ Discuss the control, evaluation, directing and organizing aspects of exhibition management and their importance in strategic management and project planning;
- ▶ Demonstrate the importance of evaluation to the planning process for an existing and new exhibition or event;
- ▶ Recall the importance of managing events and exhibitions strategically.