



PROSPECTUS

CEM INDIA CLASS 2018

SESSIONS

14th to 17th Mar, 2018

10th to 13th Jul, 2018
at BIEC, Bengaluru

Experience the **CEM DIFFERENCE**

Certified in Exhibition Management™ (CEM)

is the premier global designation for exhibition industry professionals, now in INDIA

Become a CEM

In the exhibitions and events industry, the Certified in Exhibition Management™ (CEM) designation is the premier designation that offers a cutting-edge certification for exhibition industry professionals.

CEM LEARNING PROGRAMME

is an **1st**
education programme
and a **2nd**
designation programme

JOIN THE ELITE

CEM Community

Professional Association **Operations**

Trade Association **Marketing**

Sales Show Management **For Profit**

Consumer Show

Venue/Convention Center

Supplier/Vendor **Service Provider**

Goals of the CEM Learning Programme

- Emphasis on practical knowledge
- Education programme first and a designation programme second
- Curricula must reflect the latest thinking in exhibitions and events management
- Maintain the highest standards for individuals who earn the CEM designation so they are recognised as knowledgeable and dedicated professionals with a long-term commitment to the exhibitions and events industry

Requirements of the CEM Learning Programme

Eight-part adult learning and certification programme designed to provide industry professionals an in-depth understanding of the overall operations of the industry.

- » New candidates must have three (3) years of full-time experience in the exhibitions and events industry.
- » Candidates taking CEM in India should complete eight (8) courses offered to become Certified in Exhibition Management professional. Each course has a corresponding examination that must be taken and passed within 90 days of the course start date.
- » Candidates have three (3) years in which to complete all eight (8) courses and exams.
- » The candidate's start date is the date that the first exam is passed and all requirements must be completed three (3) years from that date.

8 DAY CLASSROOM

DATES	COURSES	FACULTY
14-Mar-2018	Conference and Meeting Management	Alfredo Lomas, CMP, CMM, CFE, CEM
15-Mar-2018	Security, Risk and Crises Management	Alfredo Lomas, CMP, CMM, CFE, CEM
16-Mar-2018	Strategic Planning and Management	Alfredo Lomas, CMP, CMM, CFE, CEM
17-Mar-2018	Event Marketing	KV Nagendra Prasad, CEM
10-Jul-2018	Finance, Budgeting and Contracts	Charlotte Pearson, CEM
11-Jul-2018	Event Operations	Charlotte Pearson, CEM
12-Jul-2018	Exhibitions and Event Sales	Charlotte Pearson, CEM
13-Jul-2018	Floor Plan Development	KV Nagendra Prasad, CEM

CEM INDIA 2018-19 FACULTY



Charlotte Pearson, CEM

- » Finance, Budgeting and Contracts
- » Event Operations
- » Exhibitions and Event Sales



KV Nagendra Prasad, CEM

- » Event Marketing
- » Floor Plan Development

Benefits of Becoming a CEM

Earning the CEM designation will make a significant difference in an individual's career in the exhibitions and events industry because it demonstrates career dedication, in-depth knowledge of exhibition management and skill set expertise in the exhibition industry.

More than 2,600 active CEMs around the world make up the CEM Network which serves as a new channel for communication of ideas, thought leadership, industry recognition and promotion.

CEM AROUND THE WORLD

In its endeavour to expand the CEM Learning Programme to participants worldwide, IAEE and the CEM Commission have embarked on a system of partnership with licenses to share the marketing and conduct of CEM courses worldwide.



Al Lomas, CMP, CMM, CFE, CEM

- » Conference & Meeting Management
- » Strategic Planning & Management
- » Security, Risk & Crisis Management



In Association with:

