



# CEM CERTIFICATION PROGRAMME

## Experience the CEM Difference

Certified in Exhibition Management® (CEM) is the

**premier global designation for exhibition industry professionals**

### 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.

The CEM curricula, a dependable source of specific knowledge for all individuals, emphasises direct application to daily challenges.

**CEM LEARNING PROGRAMME**

is an **education 1st programme**

and a **designation 2nd programme**

### JOIN THE ELITE

## CEM Community

Professional Association **Operations**  
Trade Association **Marketing**  
**For Profit**  
**Marketing**  
Sales **Show Management**  
**Consumer Show**  
Venue/Convention Center **Marketing**  
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

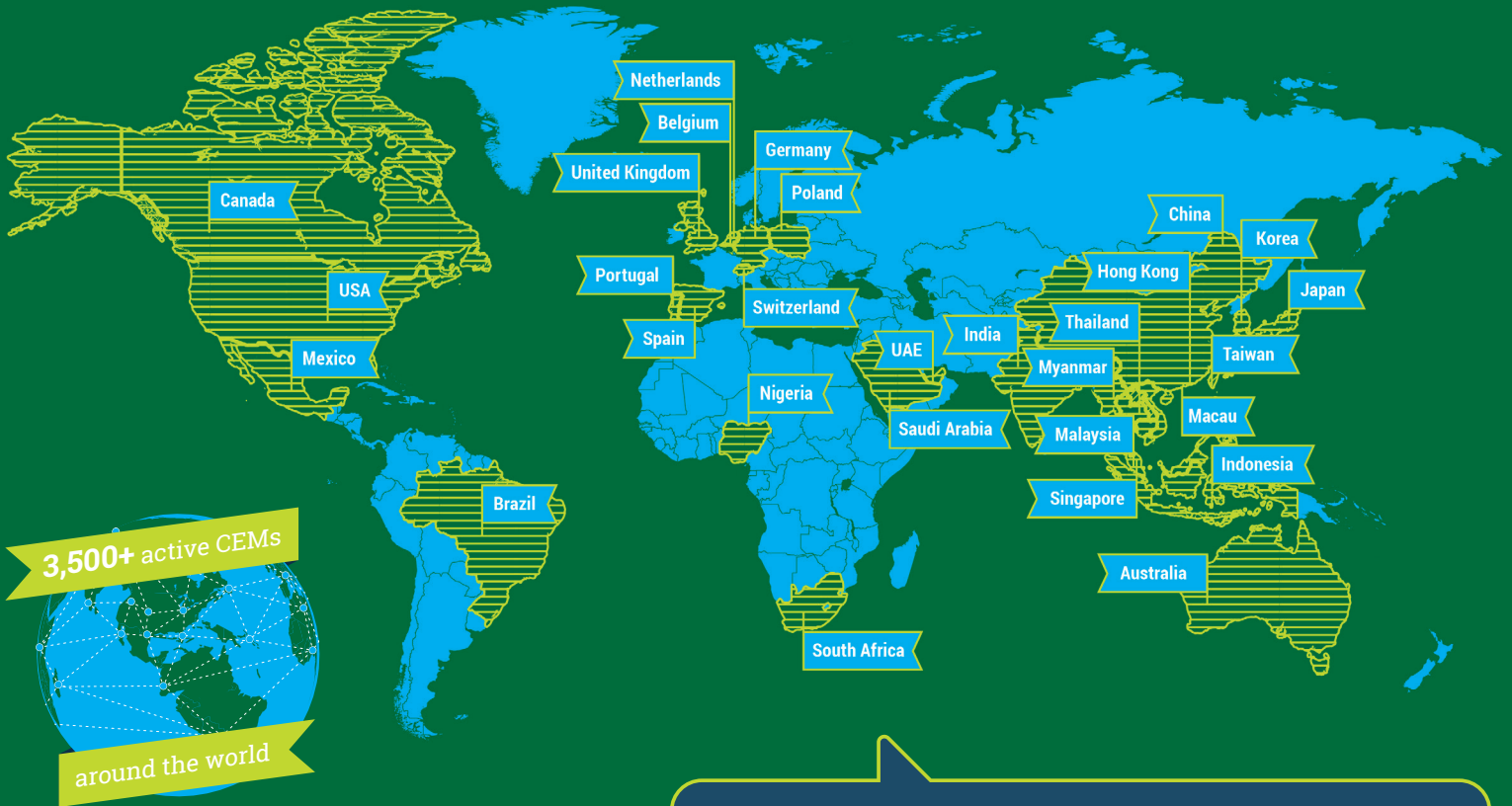
## Benefits of Becoming a CEM

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 3,500 active CEMs around the world make up the CEM Network which serves as a new channel for communication, 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 licensees to share the marketing and conduct of CEM courses worldwide.



The CEM Learning Programme includes the following components:

- Eligibility requirements
- Certification examinations
- Recertification requirements
- Awarding of the CEM designation

The CEM Learning Programme is a global designation offered in:

- |               |                     |                       |
|---------------|---------------------|-----------------------|
| <b>Brazil</b> | <b>Portugal</b>     | <b>Thailand</b>       |
| <b>Canada</b> | <b>Saudi Arabia</b> | <b>UAE</b>            |
| <b>China</b>  | <b>Singapore</b>    | <b>United Kingdom</b> |
| <b>India</b>  | <b>South Africa</b> | <b>United States</b>  |
| <b>Korea</b>  | <b>Spain</b>        |                       |
| <b>Mexico</b> | <b>Taiwan</b>       |                       |

## Requirements of the CEM Learning Programme

Nine-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 may choose any nine (9) out of the fourteen (14) courses offered to complete the CEM Learning Programme.
- Each course has a corresponding examination that must be taken and passed within 90 days of the course date.
- Candidates have three (3) years in which to complete all nine (9) courses and exams.
- The candidate's start date is the date that the first exam is passed and all requirements must be complete three (3) years from that date.

*\*For US and Canada applicants, there is a \$100 application fee for IAEE members and \$125 application fee for non-members. Included in the application fee is a copy of the 5th edition of the Art of the Show textbook which the CEM Learning Programme workbooks are based upon.*

## CEM Curriculum Blueprint

The Curriculum Blueprint ensures that all subject matter, learning objectives and key terminology for each course are covered in a comprehensive manner and provide for increased learning and comprehension by the student, continuity of presentation and instruction by the faculty, and a logical guide for both faculty and students as they progress through the learning programme in its entirety.

### CURRICULA

must reflect the latest thinking in exhibitions and events management



### Major areas of study translated from the Blueprint to the Learning Programme:

- Conference and Meeting Management\*
- Consumer Show Management
- Digital Events Management
- Event Marketing
- Event Operations
- Exhibition and Event Sales
- Facilities and Site Selection
- Finance, Budgeting and Contracts
- Floor Plan Development
- Housing and Registration Management
- Neuroscience of Exhibitions and Events
- Selecting Service Contractors
- Security, Risk and Crisis Management
- Strategic Planning and Management

*\*Those holding a current CMP designation will receive credit for this module by submitting the CMP certificate with a letter of request prior to completing the 9th and final course.*

## History of CEM Learning Programme

Organised in 1928 as the National Association of Exposition Managers to represent the interests of trade show and exposition managers, the International Association of Exhibitions and Events® (IAEE) is today the leading association for the global exhibition industry. IAEE represents more than 9,000 individuals in over 50 countries who conduct and support exhibitions worldwide.

Established in 1975 by the IAEE Board of Directors as a voluntary certification programme, the CEM credential is recognised throughout the exhibitions and events industry as a means of raising professional standards. IAEE endorses and recognises industry professionals who have attained the CEM designation.

The CEM Learning Programme is a comprehensive course of study of specific and practical information within the exhibitions and events management arena. The programme is based on a Curriculum Blueprint that is composed of the essential concepts required of a competent professional in the study of Exhibitions and Events Management.

The CEM designation accommodates short- and long-term career goals with education that may be tailored to meet specific needs and interests. The CEM designation is obtained when a candidate completes a required number of courses offered in classroom, virtual and on-line formats.

CONTACT US

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