



CEM LEARNING PROGRAM

CEM WORKS FOR YOU!

Certified in
Exhibition
Management
CEM



*made possible by a
generous grant from Freeman*



www.iaee.com/cem

What is CEM?

- Certified in Exhibition Management
- Professional designation for exhibitions and events industry professionals
- Started in 1975



Value of CEM Designation

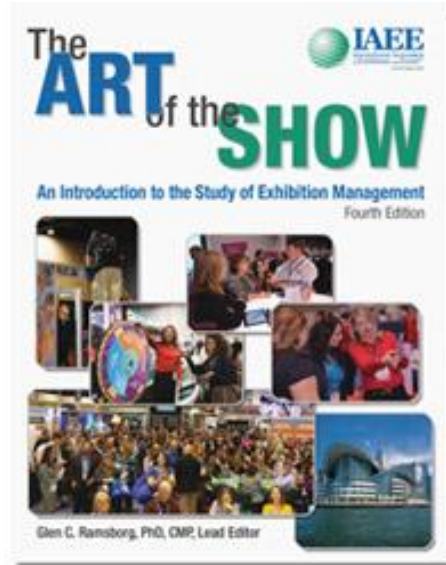
- Symbolizes a mark of excellence to others in exhibitions and events industry
- Distinguishes CEM as being committed to remaining on the leading edge of industry
- Provides access to the most relevant and practical education available in exhibition management



CEM Learning Program Facts

- Program is governed by CEM Commission
- New candidates must have at least three years of full-time experience in the exhibitions and events industry
- New candidates must submit CEM Application and fee to enroll
- Twelve modules make up the program
- Candidates may choose any nine out of twelve courses offered to complete the program (to be determined)

Body of Knowledge



CEM Learning Program Facts

- Courses offered both on-location and online
- Each course has a corresponding examination which candidate must pass to receive credit for course
- Candidates have three years to complete program
- Recertification is required every three years by obtaining 15 hours of continuing professional education
- Renewal fee must also be submitted when recertifying (to be determined)



CEM Registration

- IAEE membership not required for participation in the program but is highly recommended.
- On-location course registration fees U.S.:
\$299 Members/\$440 Non-members
- Online courses registration fees (global fee):
\$350 Members/\$605 Non-members



CEM Learning Program Courses

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



CEM Online

- Each online course is four weeks long
- Administered in Blackboard, IAEE's online course management system
- Assignments consist of reading, discussion board exercises and quizzes
- Discussion board is equivalent of classroom in face-to-face course
- Led by CEM faculty
- Ability to incorporate YouTube videos, and SlideShare presentations
- All CEM exams administered in Blackboard
- All CEM candidates are enrolled in Student Resource Center in Blackboard where they have immediate access to course materials



CEM On-Location

- Courses offered throughout the year at various locations
- Course starts at 8:30am and ends at 4:30pm
- Students have option of taking examination after course is over
- Option to take test later with scheduled proctor

CEM On-Location

Activity-based learning
environment



CEM Faculty

- Total of 48 CEM faculty members
- Faculty must attend training once every two years and receive an 85% or above on their course evaluations to remain active faculty
- Faculty teach using adult learning principles

Global CEM's

- CEM Learning Program is a global program with approximately 2,400 CEMs in the U.S., Azerbaijan, Belgium, Brazil, Canada, China, Germany, India, Japan, Korea, Mexico, Netherlands, Portugal, Qatar, Singapore, South Africa, Spain, Taiwan, and Turkey

Licensee Program

- CEM Learning Program is offered in the U.S., Canada, Bahrain, Brazil, Brunei, Cambodia, China, Dubai, East Timor, India, Indonesia, Korea, Kuwait, Laos, Malaysia, Mexico, Myanmar, Oman, Philippines, Portugal, Qatar, Saudi Arabia, Singapore, Spain, Taiwan, Thailand, United Arab Emirates and Vietnam
- Licensee Program allows IAEE to partner with international organizations

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 2,300 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.



Licensee Program

Group exercise during a
CEM class in Taiwan



Licensee Program

Faculty member, Al Lomas CMP, CMM, CFE, CEM, with members of his CEM class in China



CEM Statistics

- 985 CEMs in U.S. and Canada
- 1,501 CEMs from Azerbaijan, Belgium, Brazil, China, Germany, India, Japan, Korea, Mexico, Netherlands, Portugal, Qatar, Singapore, South Africa, Spain, Taiwan, and Turkey

Country	# CEMs
U.S. and Canada	985
Azerbaijan	13
Belgium	1
Brazil	29
Taiwan	100
China	823
India	29
Japan	1
Mexico	239
Korea	171
South Africa	1
Spain	6
Portugal	23
Singapore	61
Qatar	1
Total	2486



CEM Resources

- **Value of Certification:**
<http://www.youtube.com/watch?v=ofZB957Foss&list=UUTwvu2fBq72NpGUcvQhFHTw&feature=c4-overview>
- **2014 CEM Graduation at Expo! Expo!:**
<http://www.youtube.com/watch?v=gLvDkXYYrrA&list=UUTwvu2fBq72NpGUcvQhFHTw&feature=c4-overview>
- **2000th/ 3rd generation CEM**
- http://www.youtube.com/watch?v=Zd5_De4bzkc&list=UUTwvu2fBq72NpGUcvQhFHTw&feature=c4-overview
- **Full Version of CEM Video:** <http://www.youtube.com/watch?v=CT-vikg5njE&list=UUTwvu2fBq72NpGUcvQhFHTw&feature=c4-overview>

