

Certified in  
Exhibition  
Management

**CEM**

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generous grant from*

**F R E E M A N**



# CEM UAE CLASS

## 3<sup>rd</sup>- 6<sup>th</sup> Sep 2018

## Sharjah, UAE

## Experience the CEM DIFFERENCE

Certified in Exhibition Management™ (CEM) is the premier global designation for exhibition industry professionals, now in UAE



Exhibitions and Events Mean Business



مركز اكسبو الشارقة  
Expo Centre Sharjah

## Goals of the CEM Learning program

- » 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

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

- 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 completed three (3) years from that date.
- Candidates taking CEM in UAE should complete nine (9) 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.

## ON-LOCATION COURSES

DATE	COURSES	FACULTY
3 Sep2018-UAE-Sharjah	Strategic Planning and Management	Cookie Walner, CMP, CMM, CAE, CEM
4 Sep2018-UAE-Sharjah	Event Marketing	Cookie Walner, CMP, CMM, CAE, CEM
5 Sep2018-UAE-Sharjah	Floor Plan Development	Charlotte Pearson, CEM
6 Sep2018-UAE-Sharjah	Exhibition and Event	Charlotte Pearson, CEM

## ONLINE COURSES

- » Conference and Meeting Management
- » Consumer Show Management
- » Event Operations
- » Facilities and Site Selection
- » Finance, Budgeting and Contracts
- » Housing and Registration Management
- » Security, Risk, and Crisis Management
- » Selecting Service Contractors

## CEM UAE 2018- 19FACULTY

**Cookie B. Walner**, CMP, CMM,  
CAE, CEM, HMCC  
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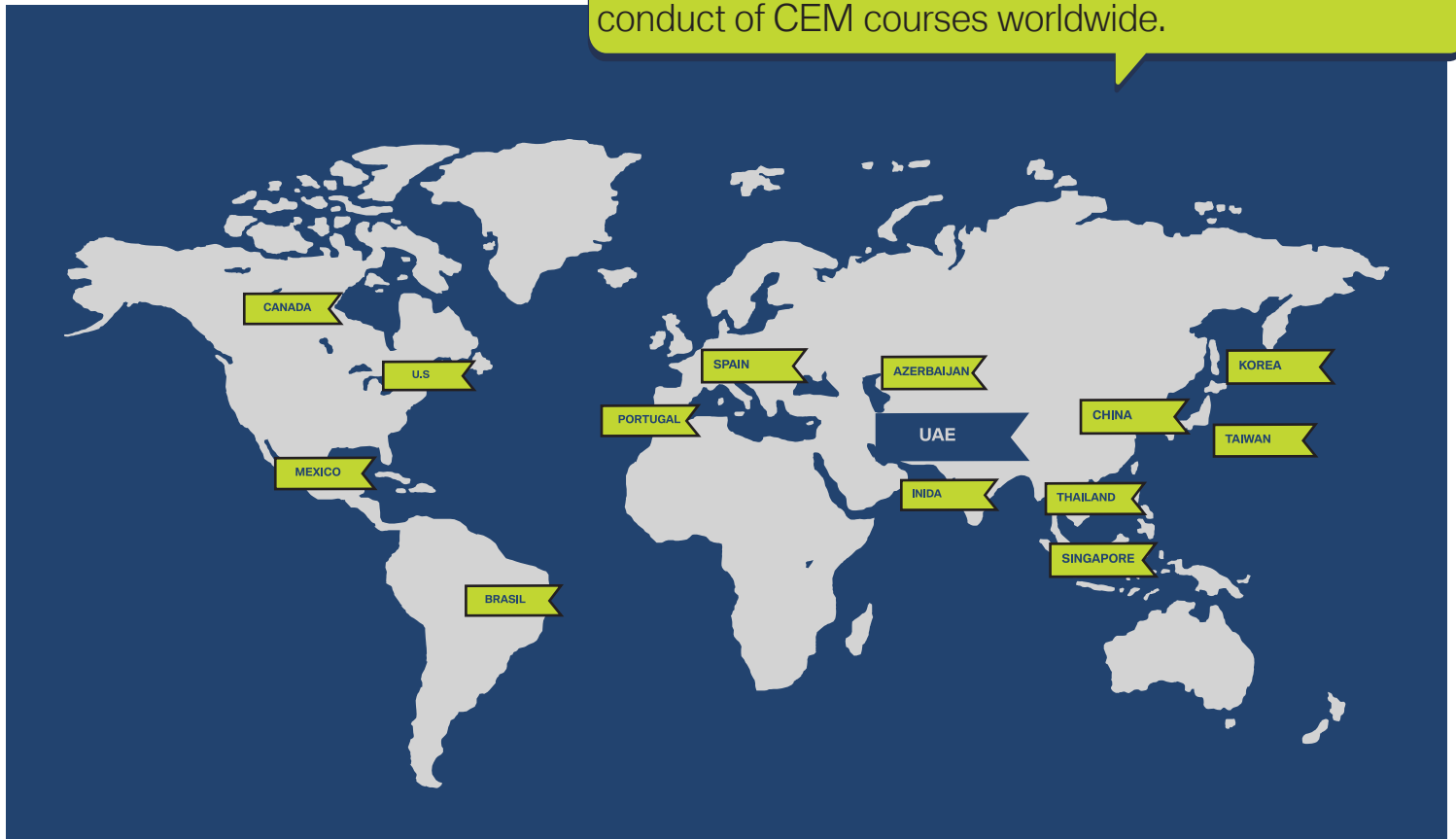
**Charlotte Pearson**, CEM  
Freeman  
Senior Business Development  
Manager  
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# Benefits of Becoming a CEM

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.



For registration contact:

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