

CEM-AP Case Study

All case study ideas and final projects will be reviewed and evaluated by the CEM Commission.

When building your case study:

- Base your case study on an issue/challenge/problem that has a significant impact on the exhibitions and events industry. What are the problems that your solution solves?
- Support your case study with hard numbers. Use charts, tables, figures or statistics where applicable to enhance your credibility, but don't overload.
- Use graphics
- You must be directly involved in the project in a leadership capacity.

Case Study Elements

1. Title of the Case Study (5 points)

- a. Submission Date
- b. Name, title, company of CEM-AP candidate

2. Company Overview (5 points)

- a. You can use your standard company's mission/vision statement

3. Introduction/Problem (10 points)

- a. The introduction and problem should present the company you are discussing and the program you will solve.
- b. Please include the team members involved in the process and demonstrate how you were directly involved or led the process(s).
- c. Focus on "pain points" and the impact of that pain to the exhibitions and events industry.
- d. Discuss symptoms of the problem and its causes such as "resulting from the low attendance at annual meeting, didn't meet budget."
- e. Identify role of stakeholders
- f. Describe how the problem affected goals and objectives of organization and which levels were most impacted.

4. Analysis of Alternatives (20 points)

- a. Include various ideas that were discussed
- b. Discuss approach involved with evaluating each potential solution. What process did you go through?

5. Solution (20 points)

- a. Discuss which solution you chose and why
- b. Why was this solution better than others?

6. Implementation (20 points)

- a. Describe how your idea was implemented and how it made the overall process better.
- b. What challenges arose during implementation? How were these solved?
- c. What tips could help others who are involved in process?
- d. What parts of plan were unsuccessful and why?
- e. How did implementation occur, how long was it?

- f. Demonstrate how your idea provided a solution to the problem in quantified, measurable terms.

7. Results (20 points)

- a. This must show that your solution chosen was successful and measurable.
- b. Please include graphs, pictures, charts, video to support.
- c. Provide summary of benefits from implementing your solution from stakeholder perspective.
- d. Include contact information for any references.
- e. Show how your idea solved the problem. Use hard numbers.
- f. Demonstrate how solution improved operations.
- g. Use testimonials.