


2010 FICP EDUCATION FORUM
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Global Certification for Meeting Management (CMM)

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Objectives of today's session

- The mission of the Certification of Meeting Management (CMM)
- What is the CMM program?
- Who is qualified to attend?
- The Process
- The Value to obtaining the CMM designation





The mission of the Certification of Meeting Management (CMM)

- The mission of the **Certification in Meeting Management (CMM)** program is to select, educate, and certify management-level meeting and event professionals. The focus of the certification is to provide continuing educational enhancements to the strategic decision-making ability of these leaders to manage and deliver exceptional meetings and events that drive organizational success.



What is the CMM program

- MPI's CMM educational program is an intensive learning opportunity designed for experienced and highly accomplished members of our global meeting industry community seeking personal career advancement and professional recognition.

The five-day program enhances the strategic decision-making ability of these leaders, enabling delivery of exceptional meetings and events that drive organizational success. The CMM certification and resulting designation is the most prestigious in the meetings and events industry. The program is continuously updated and revitalized with curriculum enhancements for today's evolving business culture.



Who is qualified to attend?

- Obtaining a CMM certification is rewarding for those with experience and the need to continue to project their careers to the next level. Qualified candidates will be:
 - Management-level meeting and event professionals with a minimum of 10 years experience in the industry.
 - Business leaders who have existing expertise in all aspects of meeting management including logistics, budgets, people, legal/contracts, and marketing and communications.

If you meet these qualifications, you are ready to apply for this professional designation



The Process

- **Steps to obtain your CMM**
 - Complete the [online application](#).
 - You will be notified by MPI before the end of the following month if your application has been accepted. Once accepted to the program, you must register for an [upcoming education program](#).
 - Once registered for a program, you will receive notifications regarding pre-course work and/or reading required for the program (typical time requirement is 10-12 hours).
 - You must be present onsite for the 5½ day program. Attendance is required for each session and group coursework participation is required for two evenings of the program.
 - One week following the 5½ day program, you must submit and successfully pass an online essay examination based on the coursework presented onsite.
 - You must submit a newly created business plan and receive a passing score.



The Costs

- **CMM Application Fees**
 - **US \$75 for MPI Members and US \$125 for non-members.**
(Applicants in Europe will be charged the current converted rate in Euros)
Upon acceptance into the program, you will receive an e-mail notification to register for the next scheduled CMM program. An accepted application is valid for two years.
- **CMM Exam Fees**
 - **Registration**
MPI Member - \$1,800
Non-Members - \$2,200
 - **Registration fee includes continental breakfast and lunch Sunday - Thursday, an opening reception, a closing dinner and all attendee materials. Optional sponsored evening events may be included pending local sponsorship.**
 - **Upon successful completion of all aspects of the program, each attendee will receive a certificate of accomplishment, a CMM lapel pin, and other recognition including an MPI press release.**



The Cost (continued)

- **Hotel Stay:**
 - You are also responsible for your hotel stay.
- **Meals:**
 - Registration fee includes continental breakfast and lunch Sunday - Thursday, an opening reception, a closing dinner and all attendee materials. Optional sponsored evening events may be included pending local sponsorship.
- **Transportation:**
 - You are responsible for your own transportation (airfare, parking, miscellaneous travel expenses).



Sessions:

- **Writing a Strategic Business Plan**
- **Leadership Development**
- **Strategic Financial Management**
- **Contingency Planning and Business Continuity**
- **Strategic Communication and Negotiation**
- **Operational Excellence**
- **Integrated Marketing Communications**
- **Measurement & Metrics**



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THE ARCHWAY TO NEW DISCOVERIES

What to expect:

- Intense sessions
- Great networking experience
- An amazing educational opportunity
- A sense of accomplishment
- A new focus on how you do business.

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QUESTIONS & ANSWERS

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