



# CMP Information Session

Presented by

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# What is the Convention Industry Council?



# What is CIC?

- The Convention Industry Council's 30 member organizations
- The CIC owns and administers the Certified Meeting Professional (CMP) certification.



# Major CIC Programs

- Certified Meeting Professional (CMP)
- Hall of Leaders
- Accepted Practices Exchange (APEX)
- CIC Manual & Publications
- Economic Significance Study



# Certified Meeting Professional Program

- “Governed” and administered by the CIC
- Not an individual membership, but a professional designation
- CMP is owned and managed by CIC
- CIC member organizations provide study groups for CMP preparation
- Follows best certification practices



# History of the CMP Designation

- Began in 1985 by The Convention *Liaison* Council
- “Certified Meeting PROFESSIONAL”
- Began as a response to increase the professionalism of meeting managers
- Only industry certification endorsed by 30 CIC member organizations



# CMP Program Goals

- Establish the level of knowledge and performance required for certification
- Recognize and raise industry standards, practices, and ethics
- Stimulate the advancement of the art and science of meeting management
- Maximize the value received from the products and services provided by CMPs
- Increase the value of practitioners



# CMP Program Players

- CMP Board of Directors
- CIC Staff
- Testing Agency – Prometric, Inc.
- Volunteer CMPs – item writers, assistant proctors, booth coverage, study group leaders, application assessment



# The CMP Designation Today

- Global Designation
- Over 14,000 CMPs have earned the designation worldwide in 46 countries and US territories
- 64% of CMPs are planners
- 36% are suppliers
- All industry professionals welcome



Why do you want to  
become a CMP?



# CMP Benefits

- Competitive salary
- Professional development
- Personal achievement
- Competitive advantage & increased credibility
- Global recognition
- Recognized by peers for their professionalism and expertise
- Contribute to the development of industry best practices
- Role models
- Participate in ensuring industry standards



# Computer Based Testing



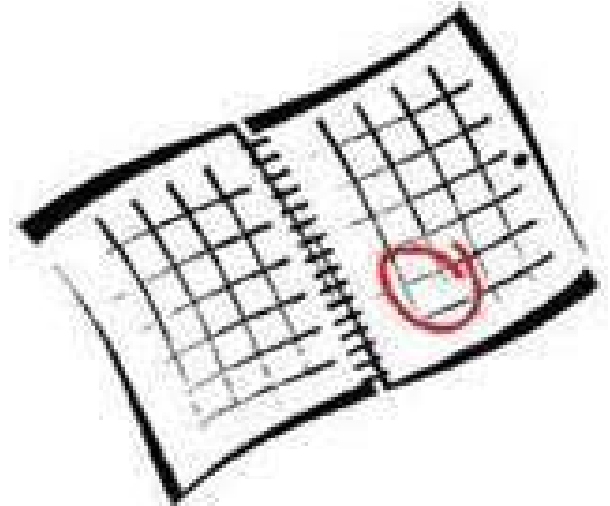
# Computer Based Testing at a Glance

- **What is Computer Based Testing (CBT)?**
- **Computer Based Test Centers**
- **Testing center Locations**
- **Appointment for exam with Prometric**



# Application Eligibility

- Results are sent via email 4-6 weeks after submission deadline.
- Candidates have one year from the time of eligibility to take and pass the exam.



# The CMP Exam

[www.conventionindustry.org](http://www.conventionindustry.org)



# The CMP Exam

- January 2012 will be the last Pencil and paper based exam
- Computer based testing will begin in July of 2012
- Scored and administered by Prometric, Inc.
- 3.5 hour exam
- 165 multiple-choice questions
- 150 operational questions (scored)
- 15 pre-test questions (non-graded questions)



# 2012 Exam Dates

	3rd Quarter 2012	4th Quarter 2012
Application Submission Period	January 9 - March 27, 2012	April 2 - August 7, 2012
CIC Exam Registration	April 19 - May 14, 2012	August 21 - September 13, 2012
Exam Appointment Scheduling	May 28 - July 11, 2012	September 24 - October 31, 2012
Exam Period	July 12 - July 21, 2012	November 1 - November 10, 2012



# The CMP International Standards

[www.conventionindustry.org](http://www.conventionindustry.org)



# CMP International Standards

- Update to existing body of knowledge
- Enhancing the level of detail used when describing and categorizing tasks and skills
- Clarifying the body of knowledge and test specifications into separate documents



# A look at the CMP-IS

- **Domain:** The CMP-IS knowledge base areas
- **Skill:** The defined task under the knowledge based domain
- **Common Knowledge:** The General knowledge relevant to the skill



# A look at the CMP-IS

- **Sub Skill:** Specific functions needed to perform the skill
- **Knowledge:** Minimum level of comprehension and understanding of the sub skill
- **Ability (to know how to):** The competence to apply the knowledge



# A look at the CMP-IS

## DOMAIN A. STRATEGIC PLANNING

16%  
OF EXAM

### Skill 1: Manage Strategic Plan for Meeting or Event

#### COMMON KNOWLEDGE

- Basic business management skills
- Trend Analysis and forecasting methods
- Methods to analyze and interpret data

Exam Questions in Domain A . . . . . 24  
Questions in Skill 1 . . . . . 6-8

#### SUB SKILL 1.01 - DEVELOP MISSION STATEMENT, GOALS AND OBJECTIVES OF MEETING OR EVENT

##### KNOWLEDGE

- purpose and objectives for meeting or event
- mission statement, goals and objectives of organization and stakeholders
- target market(s)
- type of geographic location and local culture envisaged by organization
- type of meeting or event envisaged by organization, e.g., spectator, participatory
- sustainability objectives, e.g., financial, environmental, social
- financial resources that may be available
- target date(s)
- cross-cultural issues, e.g., holidays
- special conditions

##### ABILITY (KNOW HOW TO)

- work with, communicate and understand stakeholder goals
- develop mission statement to specify purpose, philosophy and target markets
- create goal statements to specify how meeting or event will achieve its mission
- establish objectives to specify actions, time frames and performance measurements needed to achieve goals
- align mission statement, goals and objectives of meeting or event and organization/stakeholders
- manage cross-cultural issues

# When Will the CIC 9<sup>th</sup> Ed Be Released?

- After each review of the CMP body of knowledge CIC reviews its publications for revision.
- The publication date is anticipated for 1<sup>st</sup> Quarter 2013.



# Questions/discussion

**Thank you for your participation this afternoon.**

**The best of luck on your journey.**

**Enjoy it!**

## **Further Questions?**

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