

CMP PREP PROGRAM GETS A REDESIGN

The Certified Meeting Professional Advisory Council has refocused the CMP preparation course to reflect less memorization.

The CMP exam was developed and is maintained by meeting professionals from all over the world who volunteer their time to ensure that the program reflects the best practices in the meeting management field. More than 10,000 meeting professionals in 46 countries around the globe hold the CMP designation. In fact, over 200 hold it in Michigan alone. This unique community represents every sector of the industry — from corporations and associations to government and institutional organizations.

The CMP program increases the professionalism of meeting management professionals in all sectors of the industry, proving that they understand the comprehensive body of knowledge in the meeting management profession. The CMP credential is recognized globally as the badge of excellence in the meeting, convention, exhibition, and event industry. The qualifications for certification are based on professional experience, education, and a rigorous exam.

“It was time,” remarks Cheryl Ronk, CMP, president of MSAE. “The content from the Convention Industry Council had been updated and upgraded to a higher level of thought. The exam is less memorization and more judgment on handling situations. The domains changed and there are new resources. Plus, the fact that we needed to incorporate adult learning methodologies demonstrated that it was time for a redesign. And what I love most is that members did it!”

The content will be delivered through more discussion of scenarios and actual site visits to experience best practices. Reading and homework will be done prior to each session — no more fill-in-the-blank worksheets. Instead, there will be sample

test questions for each session. The group will use the online learning platform that MSAE uses for the CAE class so that all materials are readily available and the candidates and faculty can discuss items in real time.

The faculty consists of (pictured in order at right):

- + **Aaron Duncan Wolowiec, MSAE CAE CMP CTA**
Founder & President
Event Garde, LLC
- + **Shana P. Killips, CMP CTA**
Sales Manager
The Henry Center at MSU
- + **Nate Melvin, CMP CTA**
Association & Government Sales Manager
Discover Kalamazoo
- + **Michelle Mañas, CMP CTA**
Event Manager
The Henry Center at MSU
- + **Brandi Tribell, CMP**
Director of Member Services
Michigan Beer & Wine Wholesalers Association
- + **Katie Dudek, CMP**
Meetings Manager
Michigan Association of CPAs

This certification is open to meeting professionals from all the sectors. If you are an association director of training, certification or professional development, or meetings director, or a convention and visitors bureau staff member, a convention manager, an event manager, or tradeshow coordinator, then this is the program for you. It is worth the time to invest in your knowledge and expertise...your employer will gain with greater success. ♦



Register at msae.org or contact Kelly Chase, CMP at Chase@msae.org or call (517) 332-6723.