

**Certified in
Exhibition
Management**
CEM™



26-30 October 2015
Hyderabad, INDIA

Programme by:



Organised by:



Enabled by:



Why you

should attend:

The Certified in Exhibition Management (CEM) designation was created in 1975 by the IAEE to provide a professional designation for individuals in the exhibitions and events industry. To earn the designation, participants must complete a nine-part program within three years. Recertification is required every three years after the initial program is completed to maintain the certification.

The CEM designation was formed to raise professional standards and is recognized throughout the industry as the premier mark of professional achievement.

*Upon completion of each CEM module, participants are awarded 6 Continuous Education (CE) clock hours, or 0.6 Continuous Education Units (CEUs). This can be used in the Certified Meeting Professional (CMP) application process.



Learning Objectives: The purpose of the programmes is to:

Learn the concepts and elements in organizing exhibition and event.

Find out how your peers are dealing with similar issues you are facing.

Network and learn from industry experts who are forging new paths in exhibition and event management.

Discover how to apply what you learn to your organization to get bottom-line results.

Who will benefit: This programme is suitable for those currently in the exhibition and events industry who:

Are project/event managers, sales & marketing professionals, on-ground specialists, finance professionals in various sectors of the exhibition and event industry.

Have at least 3 years of full-time experience in exhibitions and events industry

Wish to enhance their understanding of exhibition and event management

Speakers' Profiles

■ Steven Hacker, CAE, FASAE, CEM

*Principal, Bravo
Management Group*



Following a notable 40-year long career as CEO of several nonprofit associations, Steven Hacker is now the Principal of Bravo Management Group an organization that provides strategic, leadership, governance, marketing and event planning expertise to associations and trade show organizers around the world.

Steven is also an award winning professional photographer now specializing in event photography designed to showcase the unique power of face to face trade events, exhibitions, and public shows.

■ Al Lomas, CMP, CMM, CFE, CEM

Certified Consulting Services



Al retired from the City of San Antonio after 21 years of service. He managed more than 600 events annually held at the Municipal Auditorium, Henry B. Gonzalez Convention Center, Lila Cockrell Theatre,

HemisFair Arena and Alamodome. Al teaches CEM courses for IAEE across the nation and also teaches internationally in China, Taiwan, Canada, Azerbaijan and South Korea. Al's areas of expertise are Risk, Security and Crisis Management, Strategic Planning and Management, Conference and Meeting Management Principals, Facilities and Site Selection plus Strategic Planning and Management and Event Operations. Al has also "Trained the Trainer" to IAEE CEM Faculty.

■ Bob Kelley, CEM, CMM

*President, Tradeshow &
Event Solutions, Inc*



Bob Kelley has spent his career in the hospitality industry identifying solutions for improving event operations, sales and marketing, and ultimately, the overall customer experience. He has been a member of IAEE since 1990, serving on several national committees, representing IAEE internationally, and the national board of directors.

Bob is a past recipient of the IAEE Merit Award, the IAEE Distinguished Service Award and the 2014 Educator of the Year Award. Bob believes professional education allows individuals to perform at their greatest potential. The CEM designation is an excellent way for individuals to identify their dedication to improving their understanding of the industry and enhance their professional standing within the industry.

Speakers' Profiles

■ Susan Schwartz, CEM *Managing Director, ConvExx,*



Susan L. Schwartz, CEM, is Managing Director of ConvExx, an independent exhibition management firm. In addition to teaching CEM courses, she has also been a guest lecturer at UNLV, specializing in Exhibit Management education. Her IAEE career has included serving on the Southwest Chapter Board, the CEM Commission and Advanced CEM Program Committee.

Susan has been awarded the IAEE Distinguished Service Award and Merit Award, the UNLV Tourism Person of the Year award and Nevada Business Women's Organization Distinguished Person Award.

■ Robert McLean, CPA *Executive Vice President, Promotional Products Association International*



Robert (Bob) McLean is PPAL's executive vice president. He was hired in June 2008 as chief financial officer and is responsible for finance and administration, information technology and the Promotional Products Education Foundation. In October 2011, Bob was promoted to EVP and assumed responsibility for all revenue-producing products and services at PPAL.

Bob is currently a Member, Board of Directors International Association of Exhibitions and Events (IAEE).

COURSE SCHEDULE

Dates	Courses	Faculty	Venue
26-Oct'15	Strategic Planning and Management	Al Lomas	HITEX, Hyderabad
27-Oct'15	Security, Risk & Crisis Management	Al Lomas	HITEX, Hyderabad
28-Oct'15	Conference and Meeting Management	Al Lomas	HITEX, Hyderabad
29-Oct'15	Exhibition and Event Sales	Charlotte Pearson	HITEX, Hyderabad
30-Oct'15	Event Operations	Charlotte Pearson	HITEX, Hyderabad
2-Feb'16 to 1-Mar'16	Event Marketing	Bob Kelley	Online Course
29-Mar'16	Floor Plan Development	Susan Schwartz	HITEX, Hyderabad
30-Mar'16	Finance Budgeting & Contracts	Bob McLean	HITEX, Hyderabad



BECOME A CEM

In the exhibitions and events industry, the Certified in Exhibition Management (CEM) designation is the premier designation offering a cutting-edge certification for exhibition industry professionals. The CEM curricula, a dependable source of specific knowledge for all individuals, emphasizes direct application to daily challenges and can be tailored to the individual needs and interests of participants. Because of the emphasis on practical knowledge, the CEM Professional Designation Learning Program is first, an educational program, and second, a certification program. The availability of online and face-to-face courses help to meet the needs, individual preferences and time commitments of CEM participants.

JOIN THE GLOBAL CEM NETWORK

The CEM Professional Designation Learning Program is a global designation offered in the United States, Brazil, Canada, China, Dubai, Korea, Mexico, Portugal, Singapore, Spain, Taiwan and Thailand. More than 2,200 active CEMs around the world make up the CEM Network which serves as a new channel for communication, ideas, thought leadership, industry recognition and promotion. Designees use the CEM logo on business cards, resumes, social networks, websites and other forms of collateral to reinforce expertise. Hiring managers can be confident that applicants carrying the CEM designation are knowledgeable and skilled in exhibition management. IEIA is pleased to offer the CEM program in India for the first time in association with HITECH, Hyderabad.

PREPARATION FOR BECOMING A CEM

CEM candidates are required to have at least three years of full-time experience as a practitioner in exhibition and/or event management prior to beginning the CEM Learning Program. New candidates must submit a CEM application and \$100 application fee to enroll in the program, which includes a copy of the supplemental publication, *The Art of the Show, An Introduction to Exhibition Management*. To earn the designation, participants must complete eight of 12 courses and pass the corresponding exams within three years of beginning the program. Participants are encouraged to choose their courses based on their needs and interests. There are no mandatory courses. The three-year time frame begins at the time the first exam is passed.

India, having earned a global recognition as the largest democracy and a fast growing economy is today a preferred MICE destination. Today, exhibition industry in India is valued at an annual turnover of around Rs. 3700 crore and growing at a rate of around 15% annually, more than 650 trade shows are held all over India and there is vast potential for growth. It therefore leads to addition and development of specialised skill sets required to meet the resource gap and catapult the growth of the Industry. Indian Exhibition Industry Association being the premier networking and knowledge platform for the Indian Exhibition sector in India, has been working with global bodies to enable capacity building programs to help the stakeholders and support the industry. IEIA is today pleased to enable the launch of prestigious CEM program in India in association with HITEX Exhibition Centre, Hyderabad. CEM program will help professionals stay ahead in their careers and while being able to compete globally.



Venue

HITEX Exhibition Center, Hyderabad: HITEX is a premier purpose-built exhibition and convention center in the fastest developing metropolis in India – Hyderabad. HITEX Exhibition Center offers world class convention facilities and services endeavoring to the success of events hosted here.



Accommodation

Number of hotel options are available in and around HITEX Exhibition Centre. HITEX will facilitate participants in booking hotel rooms through its network of hotel and service apartment partners



Transportation

HITEX is located 30 minutes away from Rajiv Gandhi International Airport and 45 minutes away from Secunderabad, Hyderabad and Kachegua railway stations. One can reach HITEX by bus, local train or more conveniently by Uber car using.

Registration Form

First Name: Mr/ Ms	Family Name:
Position:	Company:
Company Address:	
Company Tax ID:	
Phone:	Fax:
E-Mail:	Mobile:
Years in the industry:	Degree(s) Held
Badge Name:	
Dietary requirements:	
Special needs:	

- ☐ I am a member of ☐ IEIA ☐ IAEE ☐ ICPB
☐ I am not a member of any of the above Association

Description	Early Bird (Before 30 th Sep 2015)	After 30 th Sep 2015
IEIA, IAEE & ICPB Members	Rs. 18,000/- + Serv. Tax	Rs. 23,000/- + Serv. Tax
Non Members	Rs. 25,000/- + Serv. Tax	Rs. 30,000/- + Serv. Tax

- Registration fee includes training materials, lunch, refreshments and certificate.
- Registration fee does not include accommodation. Reservation must be made directly to hotel

Important Information:

- Participation in this program is strictly limited. Applicants will be accepted on a first-come first-served basis and only after payment has been received.
- Bookings and payments can be made in a company name if the particular participant is not yet known at the time of booking.
- Cancellations must be received in writing no later than September 30th, 2015. Refunds will be processed within 30 days after the program finished. Refunds will not be granted after September 30th, 2015 nor will they be given for no-shows.
- Participation in this program constitutes an agreement by the registrant to IEIA's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes.
- The host, HITEC reserves the right to cancel the program in the event of exceptional circumstances, in which case the registration fee will be fully refunded.

Payment – Bank transfer

Account Name: HYDERABAD INTERNATIONAL TRADE EXPOSITIONS LIMITED
 Account No.: 05452050000073
 Bank Name: HDFC BANK LTD
 Branch Name: HITEC CITY, HYDERABAD
 Bank Address: Plot No 18, Hardhik Crown, Huda Techno Enclave, HITEC City, Hyderabad - 500081, India.
 Swift Code: CHASUS33
 IFSC Code: HDFC0000545

Please send a copy of the original bank transfer – payable to the mentioned account number together with this registration form by fax to: (+91) 40 23112124 or email to: ma@hitex.co.in / info@ieia.in

***Kindly note all the bank charges are to be borne by the participant.**

For more information or registration, please contact,
 ~ Anand Mohan at +91 95818 88807 or ma@hitex.co.in ~ Himani Tawar at +91 11 41045481 or info@ieia.in