



PROSPECTUS

CEM INDIA CLASS 2017-18

SESSION STARTING
FROM 4th APRIL, 2017
AT NEW DELHI, INDIA

Experience the **CEM DIFFERENCE**

Certified in Exhibition Management™ (CEM)

is the premier global designation for
exhibition industry professionals, now in INDIA

Become a CEM

In the exhibitions and events industry, the Certified in Exhibition Management™ (CEM) designation is the premier designation that offers a cutting-edge certification for exhibition industry professionals.

CEM **LEARNING PROGRAMME**

is an
education programme **1st**
and a
designation programme **2nd**

JOIN THE ELITE **CEM Community**

Professional Association **Operations**

Trade Association **Show Management**

Sales **Consumer Show** Marketing

Venue/Convention Center **Supplier/Vendor Service Provider**

Goals of the CEM Learning Programme

- Emphasis on practical knowledge
- Education programme first and a designation programme second
- Curricula must reflect the latest thinking in exhibitions and events management
- Maintain the highest standards for individuals who earn the CEM designation so they are recognised as knowledgeable and dedicated professionals with a long-term commitment to the exhibitions and events industry

Requirements of the CEM Learning Programme

Eight-part adult learning and certification programme designed to provide industry professionals an in-depth understanding of the overall operations of the industry.

- » New candidates must have three (3) years of full-time experience in the exhibitions and events industry.
- » Candidates taking CEM in India should complete eight (8) courses offered to become Certified in Exhibition Management professional. Each course has a corresponding examination that must be taken and passed within 90 days of the course start date.
- » Candidates have three (3) years in which to complete all eight (8) courses and exams.
- » The candidate's start date is the date that the first exam is passed and all requirements must be completed three (3) years from that date.

8 DAY CLASSROOM

| DATES | COURSES | FACULTY |
|--------------|--------------------------------------|------------------------------|
| 4 April 2017 | Finance, Budgeting and Contracts | Scott Stanton, CEM |
| 5 April 2017 | Floor Plan Development | Scott Craighead, CEM |
| 6 April 2017 | Event Operations | Scott Craighead, CEM |
| 10 July 2017 | Event Marketing | KV Nagendra Prasad, CEM |
| 11 July 2017 | Exhibition and Event Sales | KV Nagendra Prasad, CEM |
| 12 July 2017 | Conference and Meeting Management | Al Lomas, CMP, CMM, CFE, CEM |
| 13 July 2017 | Strategic Planning and Management | Al Lomas, CMP, CMM, CFE, CEM |
| 14 July 2017 | Security, Risk and Crisis Management | Al Lomas, CMP, CMM, CFE, CEM |

CEM INDIA 2017-18 FACULTY



Scott Stanton, CEM

- » Finance, Budgeting and Contracts



Scott Craighead, CEM

- » Floor Plan Development
- » Event Operations

Benefits of Becoming a CEM

Earning the CEM designation will make a significant difference in an individual's career in the exhibitions and events industry because it demonstrates career dedication, in-depth knowledge of exhibition management and skill set expertise in the exhibition industry.

More than 2,300 active CEMs around the world make up the CEM Network which serves as a new channel for communication of ideas, thought leadership, industry recognition and promotion.

CEM AROUND THE WORLD

In its endeavour to expand the CEM Learning Programme to participants worldwide, IAEE and the CEM Commission have embarked on a system of partnership with licenses to share the marketing and conduct of CEM courses worldwide.



KV Nagendra Prasad, CEM

- » Event Marketing
- » Exhibition and Event Sales



Al Lomas, CMP, CMM, CFE, CEM

- » Conference & Meeting Management
- » Strategic Planning & Management
- » Security, Risk & Crisis Management



CEM 2015-16



CEM 2016-17



In Association with:

