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of EXPOSITION MANAGEMENT

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CEM Certification Council Update for the CAEM Annual General Meeting on June 24, 2019

As the chair of the Certification Council, I am very excited to provide a few updates regarding the Certified in Exhibition Management (CEM) Learning Program.

I would like to start by thanking the members of the Council:

Sarah Borisko, CEM, GES **(Co-Chair)**

Michael Cronin, CEM, EnsembleIQ – Canada

Michael Dargavel, CEM, Association and Events Management

Deborah Dugan, C.D.E., CEM, CONEXSYS Registration Ltd. (Past Chair)

Kyle Dugan, CEM, CONEXSYS Registration Ltd.

Jim Mahon, CEM, C.D.E., James Mahon Associates/ITS

Kaitlyn McGuirk, CAEM

Laura Purdy, CEM, CMM, Enercare Centre & Beanfield Centre at Exhibition Place

Sasha Stone, CEM, SME

Each year, CAEM conducts 8 CEM programs in the month of March/April, June and November. Registrations have been steady and robust and we continue to see active interest in members who wish to attain their CEM Designation. In 2018, we had over 160 CEM course participants.

As of now, we have a total of 88 CEMs in our association.

The Council has been working hard at promoting the CEM designation and this year undertook a call campaign to Expo members who had never taken a CEM course. The phone campaign garnered positive response and interest in the CEM program.

In addition, we have been producing articles outlining benefits of the CEM program for the CAEM quarterly newsletters.



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I am also pleased to announce that all sessions at this year's CAEM Conference are eligible for CE Credits that can be used for re-certification in the CEM program. Congratulations to this year's Education Committee on providing a robust, comprehensive program!

This year IAEE has added the Certified in Exhibition Management Advanced Professional certification program.

CEM-AP is for CEM's with at least 10 years of industry experience who have acquired 30 education/leadership credits (through a combination of leadership activities and industry-related continuing education). Applicants must complete one mandatory two-day course, which will be taught by Georgetown University professor Dr. Sam Potolicchio. Sam is also the Director of Global and Custom Education at the McCourt School of Public Policy at Georgetown University. Each mandatory two-day course is \$1400 for IAEE Members and \$1800 for Non-Members. In addition to the two-day course, applications must submit a CEM Commission approved case study.

The CEM Learning Program is the premier designation worldwide for the exhibition industry. If you have not registered for the course yet, I encourage you to take up this new challenge. Taking a CEM course will demonstrate your willingness to invest in one's self for professional growth. You will gain industry knowledge and up-to-date professional skills. The course also provides excellent networking opportunities with other credential peers and self-confidence in one's achievements is warranted.

We will have a booth at ExpoCan and if you want to find out more about the different programs we offer, please remember to drop by to see us this afternoon. Thank you.