

**International Association of Exhibitions and Events
CEM Learning Program
Mandatory Courses**

Attendance Promotion

Everyone wants to market and promote their exhibitions to increase interest and attendance. In this program, learn how exhibitions fit into the overall marketing mix. There will be an emphasis on identifying the elements that determine how an exhibition is positioned in the marketplace and how to develop, expand and maintain a target market. Budgeting, writing objectives and identifying the various media that may be used in promotion will also be covered in this program.

Objectives:

1. Explain how exhibitions work and fit into the overall marketing mix.
2. Identify the elements that determine how an exhibition is positioned in the marketplace.
3. Explain how to develop, expand and maintain a target market.
4. Write out a series of specific, measurable objectives for an attendance promotion campaign.
5. Develop a realistic budget for an attendance promotional campaign.
6. Identify the various media that may be used in an attendance promotion campaign.
7. Create a checklist of evaluation strategies that may be used at any time during an attendance promotion campaign to monitor results.

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Event Operations

Understanding how to plan and develop an exhibition from step one to the post-event critique is essential in exhibition management. In this course, learn the definitions and uses of four management functions: planning, organizing, directing and controlling. Also gain knowledge on how to compile an event book, develop a checklist of items to be placed on the agenda for a pre-event meeting and identify the security requirements needed.

Objectives

1. Explain the differences between the four management functions of planning, organizing, directing and controlling.
2. Compile an event book for an upcoming exhibition.
3. Develop a checklist of items to be placed on the agenda for a pre-event briefing with the event's core team.
4. Develop a checklist for monitoring the performance of the core team and other staff during show time.
5. Identify the security requirements needed during the dismantling/move-out stage of an exhibition.
6. Explain the value of conducting a post-event critique.

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Floor Plans and Layouts

Setting up an exhibition and laying out booths is a tedious, yet important, process. Learn the seven important elements necessary to create a floor plan, and how to use them to design the best manageable floor plan for an exhibition for both attendees and exhibitors.

Objectives

1. Identify the elements necessary to create a marketable floor plan.
2. Identify the three basic kinds of booths used in a typical floor plan.
3. Identify the five factors that impact traffic flow on a floor plan.
4. Design a workable floor plan for an exhibition.

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Project Management

Effective and smart project management is essential to produce a successful event. Learn the major elements in the process, while fine-tuning project mission, goals, objectives, and project schedule. A key component of the program is identifying the requirements to properly manage and motivate a project management team.

Objectives

1. Identify the major elements in the project management process.
2. Develop a project mission, goals and objectives.
3. Create a project schedule.
4. Identify the requirements to properly manage and motivate a project management team.
5. Successfully run a project using project management principles.

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Selling Exhibit Space

An exhibition would not be attractive to its target audience if there were no exhibitors! Selling space is probably the most important element, and this program will provide tools to develop a sales plan, with accompanying goals and strategies, that will serve as a guide throughout the process.

Objectives

1. Identify the differences between the selling and marketing processes.
2. Create a database to manage efforts.
3. Develop a sales plan with accompanying goals and strategies.
4. Create a "unique selling proposition" (USP).
5. Develop an integrated marketing campaign.

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Service Contractors

Building favourable relationships with contractors is not an option – it is smart business. This program will examine how to develop relationships by teaching the development of effective RFPs to send to contractors, and how to determine the specific roles and responsibilities of the general service contractor.

Objectives

1. Identify the different types of service contractors and the services each is able to provide.
2. Describe the relationship between general service contractors, exhibitor-appointed contractors and specialty contractors and the impact of that relationship to show management.
3. Describe the role of the general service contractor with respect to the production of an exhibition.
4. Develop a Request for Proposal (RFP) for general service contractor services for an exhibition.

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Site Selection

When deciding on the perfect location to hold an exhibition, many factors must be considered. Learn the importance of site selection to the overall exhibition management function, the assets and liabilities of using various exhibition sites, and how to develop a basic site proposal for any type of facility or location.

Objectives

1. Discuss the importance of site selection to the overall exhibition management function.
2. Identify the assets and liabilities of using various exhibition sites such as hotels, convention centers, etc.
3. Describe how to choose a site based on criteria identified by the exhibition manager, the service contractor and the meeting manager.
4. Develop a basic site proposal for any type of facility or location.

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Basic Conference & Meeting Management

Get back to the basics! This course will provide the rudimentary tools needed to build a strong foundation to plan meetings and events. Participants will leave with a basic meeting program plan and a thorough understanding of the basics.

Learning Objectives

1. Describe the importance of an attendee profile to the meeting planning process.
2. Describe the characteristics of adult learners.
3. Create well-defined program and learning objectives for a meeting.
4. Identify the most common visual aids used in meeting programs.
5. Describe the basic room setups used for meetings.
6. Describe the basic requirements for accessible meetings.
7. Prepare and review banquet event orders for meetings.
8. Describe the role food plays in planning meeting programs.
9. Create a summative evaluation form for an education meeting.

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Crisis Prevention & Management

You never know when you will be faced with a crisis at a major event. Failure to prepare could have a devastating impact. This course will present real-world crisis situations and what type of plan that is needed to resolve potential crises.

Learning Objectives

1. Review potential crisis situations within an exhibition.
2. Identify the basic elements of a crisis management plan.
3. Outline the requirements for a basic security plan.
4. Be able to hire a competent security contractor.
5. Develop a comprehensive crisis management plan.

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Developing An Exhibitor Prospectus

A key component to any exhibition is generating revenue from the presence of exhibitors and their products on the show floor – but what will entice them to participate? Exhibit space sales can be challenging, but this course will teach marketing strategies that will sell your exhibition to exhibitors.

Objective

1. Identify the seven basic marketing strategies used in an exhibit space sales campaign.
2. Develop a prospect list using a minimum of three different sources.
3. Create a marketing message for your event that will serve as the foundation for all marketing efforts.
4. Design and produce an effective direct mail promotional brochure.
5. Identify the various elements to be included in an exhibit space sales campaign budget.
6. Identify the component parts of an effective exhibitor prospectus and use these elements to create a useable exhibition prospectus.

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Developing an RFP & Outsourcing

In business today, outsourcing key functions will allow focus on the “big picture.” This course will provide a thorough understanding of how to develop and implement a Request for Proposal (RFP) and why it is the best way to solicit quality vendors to enhance the profitability of exhibitions.

Objectives

1. Identify the areas where outsourcing is desirable in operations.
2. Find outsourcing resource companies.
3. Write an effective Request for Proposal and choose a suitable vendor.
4. Effectively use outsourcing to enhance the profitability and quality of exhibitions, conventions and meetings.

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Housing

(Half-day program combined with Transportation course)

In this segment, participants become familiar with how to identify various options for housing and transportation needs and options available for events as well as learn how to develop an effective ground transportation costing/scheduling breakdown.

Objectives

1. Be conversant with the terminology used in the housing industry.
2. Identify the various housing options available for an event.
3. Develop a draft hotel reservation agreement.
4. Develop a workable attrition and cancellation clause for a housing contract.
5. Identify various other housing considerations that will impact the selection of the host hotel.

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Registration

Module Under Rewrite – Not Available at this time

The registration process can get harried - between manual and automated systems, forms, online techniques, direct mail, and on-site capabilities, exhibition managers have many options. After attending this course, you will understand the registration opportunities available and what will work best for your show.

Objectives

- Identify the basic requirements for registration for an exhibition.
- Identify the differences between manual and automated registration systems.
- Identify the various registration systems available within the exhibition industry today.
- Design basic registration forms, including online, direct mail pre-registration and on-site forms.

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Show Development

Throughout time meetings have evolved from small, short, face-to-face gatherings to gigantic exhibitions and events. Learn what is shaping events today, the four main types of exhibitions that make up the bulk of the industry in the United States, and how to create a planning framework for planned exhibitions.

Learning Objectives

- Identify how exhibitions work.
- Identify the seven things that exhibitions do best.
- Review the various types of exhibitions and ownership models.
- Illustrate the steps necessary in creating a new exhibition.
- Describe how to conduct a needs analysis.
- Explain the importance of site selection in the development of a new exhibition.
- Create a basic financial system and budget for a new exhibition.
- Design a critical path for a new exhibition.
- Describe the value of themes for a new exhibition.
- Explain the seven areas of concern in the on-site management process for a new exhibition.
- Describe the importance of evaluation to the planning process for a new exhibition.