



# PROFESSIONAL DEVELOPMENT

EDUCATION • TRAINING • EXPERIENCE

## 2016 Certificate Program Catalog



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## MPI ACADEMY

MPI Academy is the professional development division of Meeting Professionals International. Aligned with the Meeting and Business Event Competency Standards (MBECS), MPI Academy is the most reputable source for growing your knowledge and advancing your career. Comprised of a wide variety of training and certificate programs, its foundation is the Professional Development Roadmap, which helps you chart your career, continue your education and gain invaluable experience, wherever you want to develop.



MPI Academy offers professional development through multiple sources to appeal to a wide variety of individuals who have diverse job descriptions and learning goals. You can engage in learning activities including:

- Streaming sessions from MPI live events
- Webinars
- Professional Development OnDemand
- Training and certification programs
- Experiential events

## PROFESSIONAL DEVELOPMENT ROADMAP

Whether you are just starting out or are a seasoned pro, MPI Academy's Professional Development Roadmap is your guide to a core set of certificates, certifications and training programs that help move your career where it needs to be. The Professional Development Roadmap lets you identify where you are in your career and lays out the steps you need to take to get where you want to be. This tool provides a "best in class" collection of certificate programs that cover the main competencies of the meeting and event industry, including healthcare meetings, core meeting skills, technology and more.

The roadmap can help you gain or maintain a CMP or obtain a CMM. It can be used as a tool to map out your career, to continue your education, become an expert in any aspect of the industry or supplement your professional development. This catalog provides training courses and certificate programs that are aligned with the Professional Development Roadmap, which presents a framework of options according to career/skill level and topic of interest.



## MAJOR MILESTONES

The Professional Development Roadmap identifies a few major milestones generally associated with the four career and skill levels.

### CMP-INTERNATIONAL STANDARDS (CMP-IS)

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The CMP-IS® is the foremost certification of the meetings, conventions and exhibitions industry; and the program recognizes individuals who have achieved the industry's highest standard of professionalism. Established in 1985, the CMP credential benefits meeting professionals through:

- **Recognition:** As the premier industry certification, the CMP distinguishes holders as career professionals who have demonstrated a high level of experience, skill and knowledge.
- **Competitive Advantage:** The designation conveys credibility to a meeting professional's opinions and ideas, both at work and in the greater meetings, conventions and exhibitions industry.
- **Peer Acceptance:** CMPs are immediately recognized by other CMPs as fellow professionals committed to the advancement of the profession.
- **Salary Enhancement:** CMPs can use the certification as a competitive advantage when it comes to negotiating salaries and other business.
- **Personal Achievement:** After passing a rigorous application and examination process, CMPs express a profound sense of personal achievement at finally being regarded as the exceptionally skilled professional they are.
- **Commitment:** Successful completion of the certification process conveys that the certified meeting professional is committed and goal driven in their career.

CMP applicants must acquire clock hours to meet eligibility requirements and gain knowledge to pass the exam.

*For fee and application information, please visit the [Convention Industry Councils website](https://www.conventionindustry.org) or email at [certification@conventionindustry.org](mailto:certification@conventionindustry.org).*

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### CMP BOOT CAMP

The CMP Boot Camp will prepare you for taking the CMP-IS exam. You can find various boot camp options internationally, but each one generally covers information from the 10 knowledge domains:

1. Strategic Planning
2. Project Management
3. Risk Management
4. Financial Management
5. Human Resources
6. Stakeholder Management

7. Meeting or Event Design
8. Site Management
9. Marketing
10. Professionalism

Boot camps may include additional study tools such as workbooks and access to study groups, but should at a minimum provide examples, exercises and practice exams. Most boot camps provide clock hours toward the minimum requirement.

## **CMP-HEALTHCARE (CMP-HC)**

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The Convention Industry Council (CIC) manages the CMP-HC® certification, a subspecialty of the CMP-IS. The CMP-HC is a certification program specifically developed for those working in the healthcare meeting industry. It is designed to identify those who have mastered the knowledge needed to be a successful healthcare meeting professional. Only those who hold a current CMP certification are eligible to take this exam.

*For more information, please visit the [Convention Industry Council's](http://www.conventionindustry.org) website or email at [certification@conventionindustry.org](mailto:certification@conventionindustry.org).*

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### **CMP-HC PREP COURSE**

The purpose of this class is to offer a professional program which presents necessary knowledge and resources for preparing to take the CMP-HC certification. The focus of this course is to provide understanding of the healthcare industry and to learn about federal, state, and industry regulations.

Healthcare meeting professionals, compliance representatives, and any person responsible for services within the healthcare meeting industry should attend. Anyone can take the class; there are no requirements or experience necessary to qualify. However, to qualify and sit for the CMP-HC examination, you must have already received your CMP-IS.

The content for the CMP-HC Prep Course is based on the Convention Industry Council (CIC) Blueprint and their domain specifications. Additional information is included to aid participants in preparing for the exam.

## **CERTIFICATE IN MEETING MANAGEMENT (CMM)**

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The CMM program is an intensive study program that offers a customized, participatory training program from university professors associated with renowned Darden School of Business from the University of Virginia. These esteemed professors instruct you on topics critical for managers to master, including risk mitigation, business analytics and compliance, and strategic negotiation, after which you will pursue further learning about either meetings or business travel management.

The CMM study program concludes with a final project in which you address a real-life challenge that you face in your current professional role. Whether you are looking to update your business skills or take your career to the next level, the CMM Program will guide you in your own quest for excellence!

### **Program Outcomes**

- Develop a data analytic strategy to measure and report on the business performance of your meeting or meetings portfolio
- Explore communication strategies to better explain to stakeholders the value of aligning business goals and meeting(s) objectives
- Gain exposure to financial statements and how business transactions affect organizational decision-making
- Discuss the basics of building a budget, then analyze the difference between actual results and budgeted performance
- Identify how to apply best practices to mitigate risk and limit liability through legal or contractual avenues
- Apply a deeper understanding of strategic negotiation and sourcing to influence outcomes and impact the cost, quality, and performance of your meeting(s)
- Explore new models for optimizing process improvement and policy/regulatory compliance
- Gain insight into personal management styles and the skills necessary to be successful when managing teams, suppliers and outsourced services
- Demonstrate leadership in change management through creation and analysis of a work-based case project

For more information, access <http://www.gbta.org/CMM/Pages/default.aspx>.

## **GLOBAL LEADERSHIP PROGRAM® (GLP)**

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The Global Leadership Professional® Designation consists of several components, beginning with a two-day on-site session with the Wharton School of the University of Pennsylvania professors. During this session, work groups are formed and industry related projects are assigned. Over the following nine months, participants receive additional instruction from the professors via three web-based virtual classrooms, as well as working independently and within their groups via email and conference calls. There is a final one-day on-site session during which the participants finalize their projects and presentations for delivery to their industry peers at the GBTA Convention.

The program offers a wide range of benefits to participants and their organizations:

- Join a network of peers from around the world
- Understand core business knowledge
- Interact with top-ranked Wharton Faculty
- Apply learning to real-world business challenges
- Develop a team approach
- Earn recognition for your achievement

The Certificate of Professional Development is required before beginning the GLP Designation Program.

For more information about the GLP, access [http://www.gbta.org/GLP\\_Program/Pages/default.aspx](http://www.gbta.org/GLP_Program/Pages/default.aspx).

# HOW DO YOU LIKE TO LEARN?

## BY SKILL LEVEL

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### ESSENTIAL SKILLS

*For students, those that work in the industry in a part-time capacity, those that are entering the industry but still haven't committed to a full-time career*

### CORE SKILLS

*For those that are new or have less than three years' experience working in or with others in the industry. Topics align to the Meeting and Business Event Competency Standards (MBECS) and include:*

- Project Management
- Financial Management
- Administration
- Human Resources
- Site Management
- Marketing
- Professionalism
- Communication
- Meeting or Event Design

### ADVANCED SKILLS

*For those that are have been in or worked closely with the industry for three or more years. Topics align to the MBECS and include:*

- Strategic Planning
- Project Management
- Risk Management
- Human Resources
- Stakeholder Management
- Marketing
- Financial Management
- Site Management
- Data Collection
- Meeting or Event Design

## BY TOPIC

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### CORPORATE SOCIAL RESPONSIBILITY (CSR)

More and more organizations and individuals around the world are focused on being socially responsible, and that desire extends to the meeting and event industry. Companies are seeking new and creative ways to launch CSR initiatives as well as to incorporate socially responsible practices. CSR programs are designed to provide knowledge needed to manage meetings and events with care for the impacts on society and the environment. These options prepare meeting and event professionals for environmental, economic and social challenges.

Whether it's making your meetings and events more sustainable to produce less waste and impact on the environment or bringing a service project/CSR activity to your event, these programs will help you gain knowledge and a competitive edge in a world with CSR is now the expectation. Topics include planning CSR and teambuilding activities, creating and executing sustainability plans, and ethics in meeting and event planning. There are also options for advanced skill levels.

### TECHNOLOGY

Meeting professionals face the growing pressure to become their own Information Technology department to ensure that their clients receive the very best available technology at the best rates. Learn about technology that makes planning and managing events easier, as well as the latest tech help for enhancing the attendee experience. Topics include planning mobile apps, audio/visual equipment, event production and virtual/hybrid meetings. There are also options for advanced skill levels.

### DIVERSITY

Diversity encompasses fairness, acceptance, equality and accommodating guests with special needs. Meeting and event professionals must account for a wide variety in audiences, from their needs, preferences, abilities and mindsets. Diversity programs foster awareness and appreciation of benefits and issues related to our differences. Topics include planning inclusion, multi-cultural meetings and events, multi-generational audiences, food allergies/preferences and planning meeting and event education for different types of learners. There are also options for advanced skill levels.

## **INNOVATION**

Meetings and events continue to evolve as technology advances and audiences expect more from their experience and time away from the office. The world is changing, and meeting professionals must keep up with the latest trends as well as find ways to be more efficient and effective. Topics include process improvement, meetings and events in unique venues, and innovative methods for audience engagement. There are also options for advanced skill levels.

## **HEALTHCARE**

Medical meetings and events have special compliance regulations that must legally be adhered to, so meeting professionals must be knowledgeable of the variances involved in this specialized segment. Topics include healthcare compliance and medical meetings in unique venues. There are also options for advanced skill levels.

## **EXPERIENTIAL**

These programs align with MPI Academy's Experiential Event series, which takes attendees behind the scenes to experience first-hand and actually participate in one of four different types of high-profile events. Each experiential event delivers a related certificate program. Topics include entertainment, sports, culinary and mega-events. There are also options for advanced skill levels.

## AVAILABLE PROGRAMS

## ESSENTIAL SKILLS

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### MEETING ESSENTIALS<sup>1</sup>



Essential Skills

### Students & Career Explorers

Meeting Essentials<sup>1</sup> introduces event professionals with two years of experience or less with a broad overview of the industry, as well as deep dives into the areas of budget creation and oversight, speaker management, F&B coordination, room décor and signage, technical production, attendee movement, marketing, onsite communications, site and project management and more. Those who are new to the industry, or who plan events as just one part of their jobs, will gain a better understanding of best practices in these areas to improve the way they think about the meetings they plan. The program aligns with the industry's accepted competency standards and introduces the core concepts and skills necessary to be a meeting and event professional.

#### PROGRAM OVERVIEW

Program curriculum is based on the Meetings and Business Events Competency Standards (MBECS) and follows the meeting planning process. In addition to the MBECS curriculum, this program offers opportunities to test your knowledge, participate in group work and hands-on activities, as well as develop a project. Participants present their group project on the last day of class and will conclude with a final multiple-choice examination upon completion of the course.

Four-day instructor led program or 28 hour online program

You will learn to:

- Identify, assess, and classify stakeholders and manage stakeholder activities and relationships
- Manage the strategic plan for the meeting and measure the value of the event
- Develop financial resources, manage a budget and other monetary transactions
- Oversee the site management, event design, risk management, and project management processes
- Implement sustainability management plan and demonstrate social responsibility
- Manage marketing plans, marketing materials, event merchandise, promotions, public relations and sales activities
- Exhibit professional behavior, perform administrative tasks, and conduct business communications
- Manage human resources plans and workforce relations and acquire and train staff and volunteers

## AGENDA

DAY 1	DAY 2	DAY 3	DAY 4
Course Overview	Module 4: Design	Module 4: Design	Module 7: Professionalism
Module 1: Determine Stakeholders		Module 5: Marketing	Module 8: Administration
Module 2: Outline Objectives & Set Metrics		Module 6: Measure ROI, ROO	Module 9: Business Communication
Module 3: Budget			Module 10: People Management
			Group Presentations

## CREDITS

28 clock hours in Domains A. Strategic Planning | B. Project Management | C. Risk Management | D. Financial Management | E. Human Resources | F. Stakeholder Management | G. Meeting or Event Design | H. Site Management | I. Marketing | J. Professionalism

## PRICING

\$1100 standard rate  
\$900 member rate  
**MPI members save \$200!**

## AVAILABILITY



### Instructor Led

See schedule to register



### On Demand

Coming soon

FOR MORE INFORMATION ABOUT THIS PROGRAM, VISIT [WWW.MPIWEB.ORG/MEETINGESSENTIALS](http://WWW.MPIWEB.ORG/MEETINGESSENTIALS)

## MEETING ESSENTIALS<sup>1</sup> FAST TRACK



Essential Skills

### Students & Career Explorers

Meeting Essentials<sup>1</sup> Fast Track provides event professionals with zero to three years of experience with the knowledge they need to understand the business purpose of their roles and improve their meetings or meeting portfolios. The program aligns with the industry's accepted competency standards and introduces the core concepts and skills necessary to be a meeting and event professional.

#### PROGRAM OVERVIEW

One-day instructor led program or 6 hour online program

#### CREDITS

6 clock hours in Domains A. Strategic Planning | B. Project Management | C. Risk Management | D. Financial Management | E. Human Resources | F. Stakeholder Management | G. Meeting or Event Design | H. Site Management | I. Marketing | J. Professionalism

#### PRICING

\$699 standard rate  
\$499 member rate  
**MPI members save \$200!**

#### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon



### Students & Career Explorers

Meeting Essentials<sup>2</sup> provides event professionals with three to five years of experience with the knowledge they need to understand the business purpose of their roles and improve their meetings or meeting portfolios.

Attendees will review the information covered in the Meeting Essentials<sup>1</sup> program and deep dive into the areas of stakeholder management, objective and metric setting, budget development, meeting design, risk and project management, sustainability and CSR, promotion, marketing, public relations, ROI and ROO measurement, people management and more. The program aligns with the industry's accepted competency standards to advance the ideas and concepts necessary to be a strategic meeting and event professional.

#### PROGRAM OVERVIEW

Program curriculum is based on the Meetings and Business Events Competency Standards (MBECS) and follows the meeting planning process. In addition to the MBECS curriculum, this program offers opportunities to test your knowledge, participate in group work and hands-on activities, as well as develop a project. Participants present their group project on the last day of class and will conclude with a final multiple-choice examination upon completion of the course.

Four-day instructor led program or 28 hour online program

You will learn to:

- Identify, assess, and classify stakeholders and manage stakeholder activities and relationships
- Manage the strategic plan for the meeting and measure the value of the event
- Develop financial resources, manage a budget and other monetary transactions
- Oversee the site management, event design, risk management, and project management processes
- Implement sustainability management plan and demonstrate social responsibility
- Manage marketing plans, marketing materials, event merchandise, promotions, public relations and sales activities
- Exhibit professional behavior, perform administrative tasks, and conduct business communications
- Manage human resources plans and workforce relations and acquire and train staff and volunteers

## AGENDA

DAY 1	DAY 2	DAY 3	DAY 4
Course Overview	Module 4: Design	Module 4: Design	Module 7: Professionalism
Module 1: Determine Stakeholders		Module 5: Marketing	Module 8: Administration
Module 2: Outline Objectives & Set Metrics		Module 6: Measure ROI, ROO	Module 9: Business Communication
Module 3: Budget			Module 10: People Management
			Group Presentations

## CREDITS

28 clock hours in Domains A. Strategic Planning | B. Project Management | C. Risk Management | D. Financial Management | E. Human Resources | F. Stakeholder Management | G. Meeting or Event Design | H. Site Management | I. Marketing | J. Professionalism

## PRICING

\$1100 standard rate  
\$900 member rate  
**MPI members save \$200!**

## AVAILABILITY



### Instructor Led

See schedule to register



### On Demand

Available 2016

FOR MORE INFORMATION ABOUT THIS PROGRAM, VISIT [WWW.MPIWEB.ORG/MEETINGESSENTIALS](http://WWW.MPIWEB.ORG/MEETINGESSENTIALS)

## MEETING ESSENTIALS<sup>2</sup> FAST TRACK



Essential Skills

### Students & Career Explorers

Meeting Essentials<sup>2</sup> Fast Track provides event professionals with three to five years of experience with the knowledge they need to understand the business purpose of their roles and improve their meetings or meeting portfolios. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

Attendees in the Fast Track version of the program will dive into the areas of:

- Objective and metric setting
- Budget development
- Meeting components and content design
- Sustainability and CSR

#### PROGRAM OVERVIEW

One-day instructor led program or 6 hour online program

You will learn to:

- Manage the strategic plan for the meeting and measure the value of the event through objective and metric setting
- Develop financial resources, manage a budget and other monetary transactions
- Oversee the event design process
- Implement sustainability management plan and demonstrate social responsibility

#### CREDITS

6 clock hours in Domains A. Strategic Planning | D. Financial Management | G. Meeting or Event Design

#### PRICING

\$699 standard rate  
\$499 member rate  
**MPI members save \$200!**

#### AVAILABILITY



##### Instructor Led

See schedule to register



##### On Demand

Coming soon

FOR MORE INFORMATION ABOUT THIS PROGRAM, VISIT [WWW.MPIWEB.ORG/MEETINGESSENTIALS](http://WWW.MPIWEB.ORG/MEETINGESSENTIALS)

## MEETINGS FOR NON-MEETING PROFESSIONALS



Essential Skills

## Students & Career Explorers

Do you plan meetings and events as part of your “real” job? Think you are not really in the meeting and event industry? We have some tools that will help you improve your knowledge and skills during this one-day introduction to the meeting and event industry.

### PROGRAM OVERVIEW

One-day instructor led program or 6 hour online program

### CREDITS

6 clock hours

### PRICING

\$699 standard rate  
\$499 member rate  
**MPI members save \$200!**

### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## WORKING WITH THE MEETING AND EVENT INDUSTRY



Essential Skills

### Students, Career Explorers & Suppliers

Would you like to get inside your customer's head and learn more about what meeting professionals do on a daily basis? Step inside their shoes for a day to learn first-hand about their process, needs and issues to be solved. Discuss the different kinds of events, the meeting planning cycle, the logistics of event production, industry trends, all while discovering the intrinsic value of meeting face to face.

#### PROGRAM OVERVIEW

One-day instructor led program or 6 hour online program

You will learn to:

- Explain the history, value, objectives and trends of the meeting and event industry
- Determine how meetings and events affect organizations and businesses and be able to express that to others
- Speak the language, terminology and jargon of meetings and events

#### CREDITS

6 clock hours

#### PRICING

\$699 standard rate  
\$499 member rate  
**MPI members save \$200!**

#### AVAILABILITY



**Instructor Led**



**On Demand**

## CORE SKILLS

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### PROJECT MANAGEMENT I



Core Skills

### Meeting Professionals

Project Management I aligns designees with established industry standards for meeting and event project management. Attendees will learn to plan a meeting or event project according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

#### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

Develop project plans, quality standards, policies, procedures, themes, procurement plan, milestones, critical paths, integrated communications plan and evaluation/audit procedures.

#### CREDITS

4 clock hours in B. Project Management

#### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## FINANCIAL MANAGEMENT I



Core Skills

## Meeting Professionals

Financial Management I aligns designees with established industry standards for meeting and event financial management. Attendees will learn to manage budget and monetary transactions for meetings or events according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Develop budgets, pricing, financial controls and procedures
- Manage cash flow
- Monitor budget performance
- Revise budgets
- Establish and monitor cash handling procedures

### CREDITS

4 clock hours in D. Financial Management

### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

### AVAILABILITY



**Instructor Led**

Coming soon



**On Demand**

Coming soon

## ADMINISTRATION



Core Skills

## Meeting Professionals

Administration aligns designees with established industry standards for meeting and event administration. Attendees will learn to perform meeting or event administrative tasks according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Coordinate office administrations
- Manage information systems
- Write reports

### CREDITS

4 clock hours in B. Project Management

### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## HUMAN RESOURCES I



Core Skills

## Meeting Professionals

Human Resources I aligns designees with established industry standards for meeting and event human resource activities. Attendees will learn to acquire and train staff and volunteers for meetings and events according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Develop selection criteria for staff and volunteers
- Recruit staff and volunteers
- Interview candidates, then select best candidates and offer positions
- Provide orientation and training for newly-hired staff and volunteers

### CREDITS

4 clock hours in Domain E. Human Resources

### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## SITE MANAGEMENT I



Core Skills

## Meeting Professionals

Site Management I aligns designees with established industry standards for meeting and event site management. Attendees will learn to select sites, design site layouts and manage on-site communications for meetings and events according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Select site specifications
- Identify and inspect potential sites
- Design site layouts
- Establish communications framework
- Determine and acquire required communication equipment and resources
- Specify communication procedures and protocols

### CREDITS

4 clock hours in H. Site Management

### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

### AVAILABILITY



**Instructor Led**

Coming soon



**On Demand**

Coming soon

## MARKETING I



Core Skills

## Meeting Professionals

Marketing I aligns designees with established industry standards for meeting and event marketing. Attendees will learn to manage marketing materials and merchandise for meetings and events according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Determine needed marketing materials
- Develop content and design parameters
- Produce and distribute marketing materials
- Develop product designs and specifications
- Determine pricing
- Control brand integrity
- Produce and distribute merchandise
- Coordinate hospitality

### CREDITS

4 clock hours in I. Marketing

### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## PROFESSIONALISM



Core Skills

## Meeting Professionals

Professionalism aligns designees with established industry standards for professionalism in meetings and events. Attendees will learn to exhibit professional behaviors for meetings and events according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Project a professional image
- Demonstrate leadership
- Demonstrate ethical behavior
- Work with colleagues
- Work in a diverse environment
- Manage time
- Manage stress
- Make decisions and solve problems
- Keep up to date with current changes in the meeting and event industry
- Facilitate continuous improvement
- Participate in professional development activities

### CREDITS

4 clock hours in J. Professionalism

### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

### AVAILABILITY



**Instructor Led**

Coming soon



**On Demand**

Coming soon

## COMMUNICATION



Core Skills

## Meeting Professionals

Communication aligns designees with established industry standards for communications in meetings and events. Attendees will learn to conduct business communications for meetings and events according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Communicate verbally and in writing
- Use common communication tools
- Make effective presentations
- Plan and conduct meetings
- Establish and conduct business relationships

### CREDITS

4 clock hours in J. Professionalism

### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$200!**

### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## MEETING OR EVENT DESIGN I



Core Skills

## Meeting Professionals

Meeting or Event Design I aligns designees with established industry standards for meeting and event design. Attendees will learn to engage speakers and performers, coordinate food and beverage services and develop plans for managing attendee movement at meetings and events according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Determine event requirements for speakers and performers
- Develop selection criteria
- Select candidates and secure contracts with communicated expectations
- Determine food and beverage service requirements
- Select menus and plan service styles
- Select provides and manage alcohol service
- Develop admittance credential systems
- Select crowd management techniques
- Coordinate accommodation and transportation
- Manage protocol requirements

### CREDITS

4 clock hours in G. Meeting or Event Design

### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## CORPORATE SOCIAL RESPONSIBILITY (CSR)

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### BECOMING A SUSTAINABILITY PRACTITIONER



### Meeting Professionals

Becoming a Sustainability Practitioner is an interactive training session for anyone wishing to focus on sustainability within the global event industry and will cover everything that you need to start becoming a sustainable meetings professional. It includes the basics of sustainability and its importance, so that attendees can understand and communicate the business case for sustainability. The training will also cover the globally recognized standard for sustainability ISO 20121, and provide an overview of how to work with regional and national sustainability programs including Green Key and APEX ASTM. As part of the session, you will receive a template so you can create a sustainability policy, follow the steps for ISO 20121 and start to measure your event.

#### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Recognize the business case for sustainability and to communicate it effectively
- Discover the significant issues of sustainability that are relevant for the event industry and be able to identify, measure and report on them
- Identify international frameworks for sustainability and know how to apply these within the event industry

#### CREDITS

4 clock hours in A. Strategic Planning

#### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

#### AVAILABILITY



##### **Instructor Led**

See schedule to register



##### **On Demand**

Coming soon

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FOR MORE INFORMATION ABOUT THIS PROGRAM, VISIT  
[WWW.MPIWEB.ORG/PROFESSIONALDEVELOPMENT/SPC](http://WWW.MPIWEB.ORG/PROFESSIONALDEVELOPMENT/SPC)

## SUSTAINABLE MEETING PROFESSIONAL CERTIFICATE (SMPC)



### Meeting Professionals

The Sustainable Meeting Professional Certificate is designed for those who make sustainability a priority and wish to improve sustainability in planning meetings and events in accordance with industry standards. It is a perfect fit for organizations involved in hosting, organizing or planning meetings and events for themselves or others. Sustainable planning is applicable to any organizational meeting from board meetings and training sessions to annual conferences and global conventions.

The Sustainable Meeting Planner Certificate, issued with this course, will be an indicator that the holder is capable of planning an event compliant with the Sustainable Meeting Planning Program®, SMPP®. Those businesses that adopt and use the SMPP® are able to self-certify that they comply with industry standards ISO 20121 and APEX/ASTM planner requirements and meet the criteria for GRI reporting.

The SMPC course is built around the Sustainable Meeting Planning Program®, SMPP®. This is the only sustainable meeting planning program independently certified by iCompli Sustainability, BPA Worldwide, the premier sustainable meeting planning audit firm in the USA for ISO 20121 and APEX/ASTM compliance. SMPC holders will be able to obtain the SMPP® Certificate from iCompli upon completing the application and audit.

#### PROGRAM OVERVIEW

Three-hour instructor led program or three-hour online program

Prior to attending the SMPC course, participants are required register in the SMPP® on-line system. All course participants, whether suppliers, organizers, hosts or planners must register on the SMPP® website as a “Company Planner”. Please go to <http://www.sustainablemeetingplanner.com/log-in/> and use MPI70 for a 70% discount when you register as a company planner for the SMPP®. Participants should also view the 3 short videos on the SMPP® website home page prior to attending the course – less than 10 minutes total time.

You will learn to:

- Make better planning decisions to improve the sustainability impacts of your meetings and events.
- Implement the Sustainable Meeting Planning Program® immediately and effectively in your organization.
- Operate your business transparently in hosting and organizing meetings and events.

## CREDITS

3 clock hours in A. Strategic Planning

## PRICING

\$349 standard rate

\$249 member rate

**MPI members save \$100!**

## AVAILABILITY



### **Instructor Led**

See schedule to register



### **On Demand**

Coming soon

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FOR MORE INFORMATION ABOUT THIS PROGRAM, VISIT  
[WWW.MPIWEB.ORG/PROFESSIONALDEVELOPMENT/SMPC](http://WWW.MPIWEB.ORG/PROFESSIONALDEVELOPMENT/SMPC)

## ETHICS IN MEETINGS AND EVENTS



### Meeting Professionals

Ethics in Meetings and Events aligns designees with established industry standards for ethics in meetings and events. Attendees will learn to demonstrate ethical behavior with meetings and events according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

#### PROGRAM OVERVIEW

Two-hour instructor led program or two-hour online program

You will learn to:

- Take responsibility for obligations, actions and decisions
- Represent capabilities and conditions accurately and without deception
- Exhibit fairness and transparency in all transactions and interactions
- Adhere to ethical standards of conduct
- Develop, implement and enforce policies and procedures that promote ethical practices and behaviors

#### CREDITS

2 clock hours in J. Professionalism

#### PRICING

\$299 standard rate  
\$199 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## TECHNOLOGY

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### MOBILE APP CERTIFICATE



Technology

### Meeting Professionals

The Mobile App Certificate is a self-directed program via mobile app that culminates in a live session for review and discussion. It provides an easy, digestible way to gain knowledge around mobile technology and the new way meeting attendees expect to engage, share, and receive information.

Learn the terminology, user experience, and best practices for design, delivery, and deployment of apps for meetings and events. Complete a series of short e-learns and associated quiz-style assessments, allowing you to learn on your own schedule.

Obtain your certificate after a final live module and exam—and receive up to 10 clock hours as well.

#### PROGRAM OVERVIEW

Two-hour instructor led program or two-hour online program

You will learn to:

- Build a foundation in mobile event technology and understand how it can be used to develop and measure success points at your events.
- Gain knowledge around mobile technology and the new way meeting attendees expect to engage, share, and receive information.
- Explore best practices for design, delivery, and deployment of apps for your next meeting.

#### CREDITS

2 clock hours in G. Meeting or Event Design

#### PRICING

Varies

#### AVAILABILITY



#### Instructor Led

See schedule to register

## DIVERSITY

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### INCLUSION AND DIVERSITY IN MEETINGS AND EVENTS



### Meeting Professionals

Inclusion and Diversity in Meetings or Events provides attendees with basic knowledge and skills to plan meeting and events for diverse audiences and prepares them to work in diverse environments.

#### PROGRAM OVERVIEW

Two-hour instructor led program or two-hour online program

You will learn to:

- Plan meetings and events for diverse audiences
- Keep up-to-date with changes in meetings and events
- Work in a diverse environment
- Facilitate continuous improvement

#### CREDITS

2 clock hours in J. Professionalism

#### PRICING

\$299 standard rate  
\$199 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## MEETING DESIGN FOR DIFFERENT TYPES OF LEARNERS



### Meeting Professionals

Meeting professionals must plan large and small scale meetings and events for a variety of audiences. Everyone learns differently and technology is changing the way we seek information at a rapid pace. Multi-generational audiences have widely varied learning needs and expectations. Learn more about the different types of learners and how to best engage them in your meeting or event.

#### PROGRAM OVERVIEW

Two-hour instructor led program or two-hour online program

You will learn to:

- Utilize trends and learning differences to engage your audience
- Make learning stick through pre- and post-engagement activities
- Increase your meeting and event ROI through improved attendee learning

#### CREDITS

2 clock hours in G: Meeting Event or Design

#### PRICING

\$299 standard rate  
\$199 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## INNOVATION

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### UNIQUE VENUES SERIES

#### MEETINGS & EVENTS AT SEA



**Innovation**

#### **Meeting Professionals**

Meeting Professionals International (MPI) and Cruise Lines International Association (CLIA) have partnered to present Meetings & Events at Sea. This certificate program is your introduction to the advantages of hosting events on cruise ships as opposed to traditional venues. This interactive session highlights which types of meetings or events can be conducted onboard as well as provide valuable cost comparisons. This program will provide an insight into incentive trips and an overview of logistics and variables to consider when hosting your event at sea. It will walk participants through the meeting planning process and outline what to expect before, during and after your meeting or event at sea.

This certificate program is targeted towards meeting planning and cruise selling professionals new to meetings and events at sea. This is an introductory program and subject overview that lays the foundation for the subject matter and may not be ideal for experienced professionals.

By the end of this course, learners will:

- Have a basic understanding of planning a meeting or event at sea
- Source information and know where to get additional resources for next steps
- Have the tools to match client need with cruise ship experience

#### PROGRAM OVERVIEW

Five-hour instructor led program or five-hour online program

You will learn to:

- Identify the advantages of cruising and hosting events at sea
- Compare meetings and events at sea to traditional venues
- Explain the planning process for a meeting or event at sea
- Describe what to expect before, during, and after your meeting or event at sea

#### CREDITS

5 clock hours in G. Meeting or Event Design

#### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

## AVAILABILITY



### **Instructor Led**

See schedule to register



### **On Demand**

Coming soon

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FOR MORE INFORMATION ABOUT THIS PROGRAM, VISIT  
[WWW.MPIWEB.ORG/PROFESSIONALDEVELOPMENT/MES](http://WWW.MPIWEB.ORG/PROFESSIONALDEVELOPMENT/MES)

## GOING LOCAL: A ROADMAP FOR INSPIRING SENSE OF PLACE



**Innovation**

## Meeting Professionals

MPI research shows that attendees don't want to learn in a conference room that looks exactly the same as every other conference room in dozens of cities around the world. Meeting attendees want to know why they are in a certain location at a certain place in time. By incorporating the destination in as many ways as you can, you share that with them. This certificate program incorporates best-practice case studies to help planners, venues and destinations leverage a sense of place and create more effective meetings and events. As part of this interactive program, participants will build their own roadmap for "going local." This will include creating an environment that reflects the destination, selecting local food and beverage, incorporating traditional and evolving expressions of culture, giving back to the community and connecting with local thought leaders to strengthen meeting quality and the local meeting industry. Explore how to overcome some of the challenges of going local, including creating authentic experiences, addressing supply chain issues and educating participants, and discuss how to identify local thought leaders who can bring local expertise to program content and be a catalyst for the development of future meetings and events.

### PROGRAM OVERVIEW

Three-hour instructor led program or three-hour online program

You will learn to:

- Using case studies, learn how showcase local attributes to create a sense of place and attract and engage participants.
- Customize a "Going Local" Roadmap for your events and destinations.
- Discover how to identify local thought leaders as prospective meeting hosts and expert content providers.

### CREDITS

3 clock hours in G: Meeting or Event Design

### PRICING

\$349 standard rate  
\$249 member rate  
**MPI members save \$200!**

### AVAILABILITY



**Instructor Led**

See schedule to register



**On Demand**

Coming soon

## HEALTHCARE

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### HEALTHCARE MEETING COMPLIANCE CERTIFICATE (HMCC)



### Meeting Professionals

HMCC is a certificate program for those who devote a major portion of their time to working in the healthcare industry. Whether you are a manufacturer, physician, group purchasing organization (GPO), Physician-Owned Distributorship (POD), or teaching hospital, or are involved in planning and reporting transparency and spend, having a basic understanding of the who, what, where, and how of the Physician Payments Sunshine Act will enhance your knowledge and scope of reasoning.

The HMCC course is designed for those who need a broader understanding of a full range of healthcare regulatory topics. It is a perfect fit for those who are involved in planning and reporting transparency and spend as well as those suppliers who provide services and products to the healthcare industry and the condensed class format of the HMCC makes it easier for busy professionals to fit training into their schedules. The HMCC course examines the fundamental information on healthcare compliance regulations, laws and techniques for managing healthcare meetings.

#### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Enhance healthcare compliance management skills
- Recognize unique terminologies
- Process reporting management with samples
- Understand Transfers of Values
- Learn the who, what, where and how of the Physician Payment Sunshine Act - National Physician Payment Transparency Program: Open Payments
- Better comprehend the “crossing the borders” compliance regulations

#### CREDITS

4 clock hours in A. Strategic Planning | B. Project Management | C. Risk Management and .4 CEUs

#### PRICING

Varies

## AVAILABILITY



### **Instructor Led**

See schedule to register



### **On Demand**

Available 2016

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FOR MORE INFORMATION ABOUT THIS PROGRAM, VISIT  
[WWW.MPIWEB.ORG/PROFESSIONALDEVELOPMENT/HMCC](http://WWW.MPIWEB.ORG/PROFESSIONALDEVELOPMENT/HMCC)

## ADVANCED CORE SKILLS

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### STRATEGIC PLANNING



Advanced Core Skills

### Sr. Meeting Professionals

Strategic Planning aligns designees with established industry standards for strategic planning of meetings and events. Attendees will learn to manage strategic plans, develop sustainability plans and measure value for meetings and events according to industry standards, while preparing or recertifying for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

#### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Develop mission, goals and objectives
- Determine feasibility
- Determine requirements to carry out meetings or events
- Develop financial summary
- Monitor strategic plans for meetings or events
- Implement sustainability management plans and demonstrate environmental responsibility
- Measure value by developing an evaluation plan
- Measure return on investment
- Evaluate or audit the effectiveness of risk management plans

#### CREDITS

4 clock hours in A. Strategic Planning

#### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## PROJECT MANAGEMENT I



Advanced Core Skills

## Sr. Meeting Professionals

Project Management II aligns designees with established industry standards for project management of meetings and events. Attendees will learn to manage meeting and event projects according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

It is suggested that you take Project Management I before registering for this course.

### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Manage critical paths
- Manage contracts
- Run meetings and events

### CREDITS

4 clock hours in B. Project Management

### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

### AVAILABILITY



**Instructor Led**

Coming soon



**On Demand**

Coming soon

## RISK MANAGEMENT



Advanced Core Skills

### Sr. Meeting Professionals

Risk Management aligns designees with established industry standards for risk management of meetings and events. Attendees will learn to manage risk management plans for meeting and event projects according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

#### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Identify and analyze risks
- Develop and manage implementation plans and emergency response plans
- Arrange security

#### CREDITS

4 clock hours in C. Risk Management

#### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## HUMAN RESOURCES I



Advanced Core Skills

### Sr. Meeting Professionals

Human Resources II aligns designees with established industry standards for human resource management related to meetings and events. Attendees will learn to manage human resource plans and workforce relations for meetings and events according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

It is suggested that you take Human Resources I before registering for this course.

#### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Determine workforce requirements
- Establish workforce policies and procedures
- Develop training plans
- Monitor human resource plans
- Supervise and motivate staff and volunteers
- Manage teams
- Evaluate staff
- Process terminations and resignations

#### CREDITS

4 clock hours in E. Human Resources

#### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**

Coming soon



**On Demand**

Coming soon

## STAKEHOLDER MANAGEMENT



Advanced Core Skills

### Sr. Meeting Professionals

Stakeholder Management aligns designees with established industry standards for stakeholder management related to meetings and events. Attendees will learn to manage stakeholder relationships according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

#### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Identify, assess and classify stakeholders
- Manage stakeholder activities and relationships

#### CREDITS

4 clock hours in F. Stakeholder Management

#### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**

Coming soon



**On Demand**

Coming soon

## MARKETING II



Advanced Core Skills

### Sr. Meeting Professionals

Marketing II aligns designees with established industry standards for meeting and event marketing. Attendees will learn to manage marketing materials, promote meetings and events, contribute to public relations activities and manage sales activities according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

It is suggested that you take Marketing I before registering for this course.

#### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Conduct situational analysis
- Define target market segments and develop branding
- Select marketing distribution channels, then develop and implement integrated marketing strategies
- Develop advertising plans, cross-promotional activities and contest
- Coordinate sales promotions
- Contribute to public relations strategies and publicity plans
- Develop media relations
- Contribute to publicity plan implementation and manage crises and controversies
- Develop sales plans and objectives
- Conduct sales activities and determine sales platforms

#### CREDITS

4 clock hours in I. Marketing

#### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## FINANCIAL MANAGEMENT II



Advanced Core Skills

### Sr. Meeting Professionals

Financial Management II aligns designees with established industry standards for financial management related to meetings and events. Attendees will learn to develop financial resources according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

It is suggested that you take Financial Management I before registering for this course.

#### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Manage processes for sponsorship
- Manage processes for donor
- Manage program funding
- Manage registration

#### CREDITS

4 clock hours in D. Financial Management

#### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**

Coming soon



**On Demand**

Coming soon

## SITE MANAGEMENT II



Advanced Core Skills

### Sr. Meeting Professionals

Site Management II aligns designees with established industry standards for site management of meetings and events. Attendees will learn to manage meeting and event sites according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

It is suggested that you take Site Management I before registering for this course.

#### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Create logistics action plans for site set-up and take-down
- Set up sites
- Monitor sites during meeting or events
- Take down sites

#### CREDITS

4 clock hours in H. Site Management

#### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**

Coming soon



**On Demand**

Coming soon

## DATA COLLECTION



**Advanced Core Skills**

### **Sr. Meeting Professionals**

Data Collection aligns designees with established industry standards for data collection at meetings and events. Attendees will learn to collect meeting and event data according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

#### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Identify data collection plan
- Implement data collection
- Analyze data for suggestions

#### CREDITS

4 clock hours in A. Strategic Planning

#### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## MEETING OR EVENT DESIGN II



Advanced Core Skills

### Sr. Meeting Professionals

Meeting or Event Design II aligns designees with established industry standards for meeting and event design. Attendees will learn to design programs, design environments and manage technical production according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

#### PROGRAM OVERVIEW

Four-hour instructor led program or four-hour online program

You will learn to:

- Determine program components
- Select program content and delivery formats
- Structure and sequence program components
- Establish functional requirements
- Select décor and furnishings
- Coordinate meeting or event signage
- Determine requirements for staging and technical equipment
- Acquire and install staging and technical equipment
- Oversee technical production operations

#### CREDITS

4 clock hours in G. Meeting or Event Design

#### PRICING

\$399 standard rate  
\$299 member rate  
**MPI members save \$100!**

#### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## EVENT DESIGN CERTIFICATE



Advanced Core Skills

### Sr. Meeting Professionals

Event Design Certificate aligns designees with established industry standards for meeting and event design. Attendees will learn to design programs, design environments and manage technical production according to industry standards, while preparing for the CMP-IS. The program aligns with the industry's accepted competency standards to advance concepts necessary to be a strategic meeting and event professional.

Program participants will learn critical skills that will enable them to design events based on stakeholder needs and then prototype event designs using the #EventCanvas, a strategic management template for developing new or documenting existing events and conference models.

#### PROGRAM OVERVIEW

Three-day instructor led program

You will learn to:

- Coordinate – Application of #EventCanvas Basics
- Manage Event Design using the #EventCanvas
- Direct Event Design & Facilitation of a team through the #EventCanvas process

#### AGENDA

DAY 1	DAY 2	DAY 3
Level 1: Coordinate	Level 2: Manage	Level 3: Direct

#### CREDITS

25 clock hours in G: Meeting or Event Design

#### PRICING

\$1950 standard rate

#### AVAILABILITY



**Instructor Led**

See schedule to register



**On Demand**

Coming soon

FOR MORE INFORMATION ABOUT THIS PROGRAM, VISIT  
[WWW.MPIWEB.ORG/PROFESSIONALDEVELOPMENT/EDC](http://WWW.MPIWEB.ORG/PROFESSIONALDEVELOPMENT/EDC)

## ADVANCED TECHNOLOGY

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### EVENT PRODUCTION CERTIFICATE



Advanced Technology

### Sr. Meeting Professionals

Planning any televised production is a unique experience for its production team. From security, performer management and backstage coordination to rehearsal oversight and celebrity handling, this event is unlike any you have experienced or produced. Learn first-hand the similarities and differences between planning a large scale production and your own events, and understand what it takes to produce a large-scale theatrical and televised production. From early risk management planning through to measuring the success of the event, discover the unique attributes that make a televised production process successful. Understand the different roles of behind-the-curtain staff and learn how to speak their language so you can communicate your needs to the crew. Discover the basics of lights and sound, stage management and more!

This program can also be included in entertainment-related experiential events.

#### PROGRAM OVERVIEW

Six-hour instructor led program or six-hour online program

You will learn to:

- Discover the event planning process and the key logistics involved in a televised production.
- Learn the basics of theatrical production, including lights, sound and stage management.
- Understand how planning elements of a major event could resonate at your event.

#### CREDITS

6 clock hours in G: Meeting or Event Design

#### PRICING

\$699 standard rate  
\$499 member rate  
**MPI members save \$200!**

#### AVAILABILITY



**Instructor Led**  
Coming soon



**On Demand**  
Coming soon

## ADVANCED HEALTHCARE

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### CMP-HC PREP COURSE



Advanced Healthcare

### Sr. Meeting Professionals

The CMP-HC Prep Course presents necessary knowledge and resources for preparing to take the CMP-HC certification. The focus of this course is to provide understanding of the healthcare industry and to learn about federal, state, and industry regulations.

Healthcare meeting professionals, compliance representatives, and any person responsible for services within the healthcare meeting industry should attend. Anyone can take the class; there are no requirements or experience necessary to qualify. However, to qualify and sit for the CMP-HC examination, you must have already received your CMP-IS.

#### PROGRAM OVERVIEW

Five-hour instructor led program or five-hour online program

The content for the CMP-HC Prep Course is based on the Convention Industry Council (CIC) Blueprint and their domain specifications. Additional information is included to aid participants in preparing for the exam. Attendees receive a textbook and a one-year subscription to My Compliance Wizard.

You will learn to:

- Prepare for key challenges of complex transparency reporting global requirements
- Get an overview of the healthcare industry
- Identify concrete actions that you can take to enhance compliance performance
- Use new technologies to data search country codes

#### CREDITS

5 clock hours in A. Strategic Planning | B. Project Management | C. Risk Management

#### PRICING

\$899 standard rate  
\$749 member rate  
**MPI members save \$150!**

#### AVAILABILITY



##### Instructor Led

See schedule to register



##### On Demand

Coming soon

## EXPERIENTIAL

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### EVENT PRODUCTION CERTIFICATE



Experiential

Sr. Meeting Professionals

Planning any televised production is a unique experience for its production team. From security, performer management and backstage coordination to rehearsal oversight and celebrity handling, this event is unlike any you have experienced or produced. Learn first-hand the similarities and differences between planning a large scale production and your own events, and understand what it takes to produce a large-scale theatrical and televised production. From early risk management planning through to measuring the success of the event, discover the unique attributes that make a televised production process successful. Understand the different roles of behind-the-curtain staff and learn how to speak their language so you can communicate your needs to the crew. Discover the basics of lights and sound, stage management and more!

#### PROGRAM OVERVIEW

Six-hour instructor led program or six-hour online program

You will learn to:

- Discover the event planning process and the key logistics involved in a televised production.
- Learn the basics of theatrical production, including lights, sound and stage management.
- Understand how planning elements of the Miss America event could resonate at your own event.

#### CREDITS

8 clock hours in G: Meeting or Event Design

#### PRICING

Included in experiential event price

#### AVAILABILITY



**Instructor Led**

See schedule to register



**On Demand**

Coming soon

**CULINARY MEETING AND EVENT  
CERTIFICATE**



**Experiential**

**Sr. Meeting Professionals**

Stay tuned for more details.

**SPORTS EVENT CERTIFICATE**



**Experiential**

**Sr. Meeting Professionals**

Stay tuned for more details.

**MEGA-EVENT CERTIFICATE**



**Experiential**

**Sr. Meeting Professionals**

Stay tuned for more details.

## ADVANCED EXPERIENTIAL

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ADVANCED EXPERIENTIAL EVENT  
CERTIFICATES



Experiential

**Sr. Meeting Professionals**

Stay tuned for more details.