



CERTIFIED EVENT MANAGEMENT EXPERT

CERTIFIED EVENT MANAGEMENT EXPERT (CEME)

STUDY GUIDE

Sponsored by:



Accredited Certification Institute (ACI)

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This study guide has been created for individuals who are studying for the Certified Event Management Expert (CEME) Certification Program. Please use this guide to assist in preparation for your examination; it details the exam structure and categorizes the study material within each content area.

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I. Accredited Certification Institute:

Accredited Certification Institute is the leading online program for specialized niche business certification programs. The team behind Accredited Certification Institute is comprised of industry experts in niches including online marketing, project management, public relations, consulting, and many more.

This experience, combined with our advisory board's expertise in online education and training, is what makes it possible to provide the training and certification programs found on our website.

Accredited Certification Institute is part of the G.T.C. Institute, a global training and certification organization that has provided practical industry-specific certification to over 20,000 clients from the United States, Europe, and more than 30 other countries around the world.

We provide high value training programs that provide function knowledge on very specific business topics such as public relations, online marketing, project management, international business, and consulting.

Accredited Certification Institute Mission: To provide professionals with high impact business training and certifications in niche subject areas that are functional and immediately beneficial.

Accredited Certification Institute helps you to:

- Quickly gain specialized knowledge in highly valuable business niches.
- Enhance your credibility, resume, and overall value in the marketplace.
- Complete our training programs in 5 months from anywhere in the world.

Our programs accept participants year-round and are flexible to work with your current work schedule and academic constraints. You can complete one of our programs in 2 months or 2 years; the choice is yours.

II. CEME DETAILS AND TIMELINE:

PROGRAM DETAILS:

The **Certified Event Management Expert (CEME)** certification program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a more cost-effective program. The CEME Program is a self-study program that includes educational multimedia resources in video form, a study guide, required readings, and a flexible online examination process, accessible around the world.

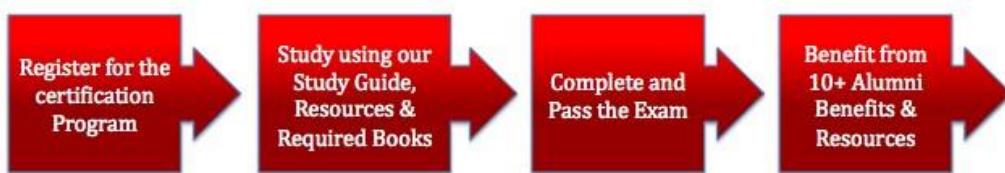
The online exam is structured so that in order to complete the exam within the 2-hour time frame one must read through all of the assigned materials and conceptually understand the majority of the material to score well enough to pass the exam.

Our goal is to offer the most challenging program in the industry while also providing all of the learning tools possible to ensure participants get the most out of the experience. By testing the knowledge depth and comprehension from the materials digested, the CEME certification prepares individuals for successful, real-world application.

The Certified Event Management Expert (CEME) program is sponsored by the GTC Institute and offered by Accredited Certification Institute. This certification program is designed to show and certify that you have gained an in-depth understanding and high-level, specialized knowledge.

In addition to the benefits of gained knowledge, growing industry recognition, more knowledgeable career choices, and networking, our organization is also developing additional resources for CEME Participants. This includes video and MP3 recordings on Q&A or strategies and tactics, webinars, access to interviews with internet marketing professionals who have more than 10 years of experience in the industry, among many more benefits.

4 STEP CERTIFICATION PROCESS



TIMELINE & EXAMINATION DATES:

Programs are offered through open enrollment, making our programs 100% flexible with your current work or academic schedule.

Accredited Certification Institute's exams are administered 100% online.

BENEFITS OF THE CEME PROGRAM:

- Learn about the five critical skills of event management: research, design, planning, coordination and evaluation
- How to manage time, staff and volunteers effectively
- The best ways to identify a venue and how to conduct a site inspection before booking location(s)
- What you need to know to hire and manage the best vendors, caterers, audio/video/lighting technicians and entertainment
- All about the importance of risk-management and how to implement essential procedures and tactics
- Everything you need to know about contracts, permits, licenses, and insurance and negotiating them thoroughly and accurately
- Why your budget impacts every facet of an event and how to manage it skillfully
- The principles of event design, decoration and working with decorators, florists and special effects suppliers
- Food and beverage for any type of event and how to maximize the quality and value received from caterers, bartenders and restaurateurs
- Developing quality strategic alliances with sponsors, suppliers, destination management services, and even customs officials overseas
- How to perform on-site logistics seamlessly, from registration to transportation, supplying internet access to signage, setting up your on-site office to writing your final report and thank-you notes.
- The how-to of incentivizing meetings and events, and incorporating awards, recognition, gifts and giveaways

Equally as important, CEME certification from the Accredited Certification Institute shows your clients you are a specially trained professional in the event planning industry, and that you stay on top of your game and ahead of your competition.

The CEME certification program is unique in that it is modeled after many online courses offered at Ivy League institutions today, offering more value for a more cost-effective program. The CEME Program is a self-study program that includes educational multimedia resources in video form, a study guide, required readings, and a flexible online examination process, accessible around the world. The online exam is structured so that in order to complete the exam within the 2-hour time frame one must read through all of the assigned materials and conceptually understand the majority of the material to score well enough to pass the exam. Our goal is to offer the most challenging program in the industry while also providing all of the learning tools possible to ensure participants get the most out of the experience.

LEARNING OBJECTIVES OF THE CEME PROGRAM:

Accredited Certification Institute Certified Event Management Expert (CEME) training and certification course learning objectives include:

- How to quickly and effectively improve your practical event and meeting planning and management through best practices in conceptualization and budgeting, to attendee acquisition and marketing.
- Why successful events require attention to every detail including budget, timelines, choosing the best current technologies, securing insurance and permits, creating impactful atmosphere at venues and managing staff.
- How to effectively negotiate agreements and contracts for venues, caterers, audio-visual suppliers, decorators and all other companies that provide services to the event industry.
- How to leverage your interest in the event, meeting, hospitality, tourism, sports and travel industries into an exciting and lucrative event planning career.
- How to instinctively create the look and feel of events based on their type and objectives whether they are social functions, community events, corporate meetings and conferences, or sports and travel expositions.
- What's going on now and what the future will look like for the meeting, seminar, conference, convention, exposition, trade and consumer show, and special events industries.
- How online technologies change the way people convene and hold meetings.
- What impact "greening" events has on both the environment and your clients, and how to maximize green planning effectively and profitably.
- Why being an effective researcher and wealth of knowledge about the vast world of event planning resources will make you competitive in the industry.
- What qualities you need to be an effective and in-demand event planner and how to sell your services.

III. Required Readings

Information from the following books will comprise the exam questions.

1. *The Complete Guide to Successful Event Planning 3rd Edition* by Shannon Kilkenny. ISBN-13: 978-1620231562
2. *Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives & Other Special Events* by Judy Allen. ISBN-10: 0470155744
3. *Simple Steps to Green Meetings and Events* by Amy Spatrisano and Nancy Wilson. ISBN-10: 0615169902

You can review and purchase all three of these books at Amazon.com.

E Exam Preparation

1. Exam Composition

There are a total of 100 points available to earn for the exam, 80 of which can be earned from the multiple choice or true/ false questions that are worth 1 point each. Please see below for the composition and distribution of the points in-depth.

Topics and Weights	
Event Planning Basics	15 MC questions (20 pts)
The Planning Process	15 MC questions (25 pts)
Designing An Event	15 MC questions (10 pts)
Contracts and Negotiations	15 MC questions (15 pts)
On-Site Logistics	20 MC questions (10 pts)

You will have two hours to complete the exam. Those who have not made the effort to read the materials will have a hard time completing the exam within the allotted time, but for participants who have read the required readings two hours will be sufficient.

2. Exam Modules and Corresponding Key Words

Below, please find the terms and concepts that you should be able to define after having read the required readings. Please define the terms from the required readings rather than a dictionary. You will be tested on the definitions that authors have provided.

Event Basics

❑ Special Event	❑ Convention
❑ Business & Educational events	❑ Corporate Planner
❑ Banquet	❑ Exhibition
❑ Association planner	❑ Familiarization Trip (FAM Trip)
❑ Event planner practices	❑ Independent Planner
❑ Fundamental elements of an event	❑ Silent Auction
❑ Budget	❑ Trade Show
❑ Business casual	❑ Webinars
❑ Colloquium	❑ Workshop
❑ Conference	

The Planning Process

❑ Goal	❑ Variable Expenses
❑ Objective	❑ In-kind Donations
❑ Process Objective	❑ Outside Vendor/Supplier
❑ Meeting Pattern	❑ Pre-Event Meeting (Pre Con)
❑ Group History	❑ Return on Investment (ROI)
❑ Break-even Point	❑ Sponsor
❑ Profit	❑ Stakeholder
❑ Deficit (future ROI)	❑ Meeting Cycle
❑ Fixed Expenses	❑ AIDAC Formula

Greening an Event

❑ Biodegradable	❑ Green Sealed Certified
❑ Carbon Offset	❑ Kilowatt Hour
❑ Compost	❑ LEED
❑ Ecotourism	❑ Organic
❑ Energy Star Equipment	❑ Recycling
❑ Energy/Water Conservation	❑ Shade Grown Coffee
❑ Environmentally Responsible Transportation	❑ Vegan
❑ Fair Trade	❑ Vegetarian
	❑ Vegetable-Based Inks

Designing an Event

⌘ A la carte	⌘ Hospitality Suite
⌘ Crudites	⌘ Gifting Suite
⌘ English Breakfast	⌘ Keynote Speaker
⌘ Entree	⌘ Kioski
⌘ Hors d'oeuvres	⌘ Lanyard
⌘ Open Bar	⌘ Lavalier Microphone
⌘ Call Brand	⌘ Omnidirectional Microphone
⌘ Premium Brand	⌘ Table Microphone
⌘ Well Brand	⌘ Unidirectional Microphone
⌘ Plated Buffet	⌘ Wireless Microphone
⌘ Tasting Plates	⌘ Lectern
⌘ Preset	⌘ Plan Discussion
⌘ Audio Visual (A/V)	⌘ Pipe and Drape
⌘ Bandwidth	⌘ Rear Screen Projection
⌘ Backdrop	⌘ Rounds
⌘ Back of the House	⌘ Venue Scouting
⌘ Cash Bar	⌘ Site Inspection
⌘ Classroom Style	⌘ Six by Six Rule
⌘ Breakout Session	⌘ Spec Sheet
⌘ Concurrent Session	⌘ Theater Style
⌘ General Session (Plenary Sessions)	⌘ T-Shape Set
⌘ Dais	⌘ U-Shape Set
⌘ Exhibitor	⌘ V-Shape Set
⌘ Half-round	⌘ Feedback
⌘ Horseshoe Seating	

On-site Logistics

- Contingency Plans
- Dryage
- Evaluations
- Meet-and-greet
- Move-in and Move-out
- Podcasting
- Post-Convention Meeting

Contracts and Negotiations

- Proposal
- Request for Proposal (RFP)
- Act of God Clause

☞ Americans with Disabilities Act of 1990 (ADA)

☞ Arbitration

☞ Attrition

☞ Contract

☞ Agreement

☞ Cancellation Clause

☞ Commissionable Rate

☞ Food and Beverage Minimum

☞ Comp

☞ Convention Services Manager (CSM)

☞ Cut-off Date

☞ Damage Clause

☞ Force Majeure

☞ Gratuity

☞ Guarantee

☞ Incidentals

☞ Indemnification

☞ Inventory List

☞ Liability Clause

☞ No-Show

☞ Off-season

☞ Peak Season

☞ On Consumption

☞ Overflow

☞ Rack Rate

☞ Run of the House

☞ Buyers Market

☞ Sellers Market

☞ Service Charge

☞ Termination Clause

☞ Walked

☞ Sarbanes-Oxley Law

SAMPLE QUESTIONS: (Answers are on the last page of this study guide.)

- 1.** *Which of the following is NOT critical to the initial conceptualization and vision establishment of an event?*

 - a. Defining the client company's goals and objectives
 - b. Negotiate contracts with caterers and other service providers
 - c. Research venues based on event type and size
 - d. Determine how much money the client is willing to spend
- 2.** *True or false: it is essential for a comprehensive and effective event management team to have members who specialize and are given distinct responsibilities in the areas of operations, marketing, finances and legal matters?*
- 3.** *Before you choose a venue, you should:*

 - a. Create a "blueprint" of your event that includes number of attendees and space required
 - b. Have in hand a list of must-haves in a facility
 - c. Have a timeline and checklist showing when each phase of planning and implementing needs to be completed
 - d. Both "a" and "c"
 - e. Both "a" and "b"
 - f. None of the above
- 4.** *When planning an event, you will have to negotiate contracts with venue and service supplier, and perhaps with speakers, celebrities and entertainers; essential elements of good contracts include:*

 - a. Oral agreements about goods or services provided
 - b. How to get out of the contract and/or resolve conflicts
 - c. How parties will communicate
 - d. Both "a" and "b"
 - e. Both "b" and "c"
 - f. None of the above
- 5.** *Logistics of an event include:*

 - a. Transportation and guest accommodations
 - b. Contract negotiation and insurance and permit acquisition
 - c. Attendee registration
 - d. On-site security
 - e. Both "b" and "c"
 - f. "a", "c" and "d"
 - g. All of the above
- 6.** *True or false: "green" meeting and events are those that feature topics on the environment, energy alternatives, pollution control, safe drinking water and other topics about sustainable living.*

7. *The following resources are available and a big help to event planners:*

- a. Planning and management associations and organizations
- b. Speakers bureaus and conference planning clearing houses
- c. Planning and management web sites and software applications
- d. Trade magazines and blogs
- e. Companies that specialize in green event services
- f. All of the above
- g. None of the above

IV. FAQ:

Have more questions or need more information? Please see our **FAQ (Frequently Asked Questions)** section on our website here: <https://Certification.com/FAQ>

You can also get in touch with Accredited Certification Institute team over email at Team@Certification.com, or by phone at (305) 503-9050 and through our ClickAndChat tool, accessible from our homepage: <https://Certification.com>.

Thanks for joining Accredited Certification Institute. Please let us know if you have any questions.



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SAMPLE QUESTION ANSWERS:

1. *The correct answer is "b."* Per Judy Allen in Event Planning, chapter 1, the initial planning phase is primarily about determining event objectives and vision, a preliminary budget, and defining the five "Es": elements of the event, essential must-haves, the environment's venue and style, the energy or mood of the event and the emotions or feelings the event should evoke.
2. *The correct answer is "True."* Shannon Kilkenny emphasizes on page 54 of The Complete Guide to Successful Event Planning that designated team members take on responsibilities in these four areas during the early planning stages and maintain their responsibility throughout the event.
3. *The correct answer is "e."* Event Planning's Judy Allen advises that a blueprint of the event vision and objectives be created before venue shopping commences. In chapter 3 she points out that there is no point in considering a venue that can't accommodate the attendee base, doesn't suit the mood of the event, or has cost-prohibitive rates; the blueprint defines all of the essential elements of a suitable venue and helps ensure the right choice.
4. *The correct answer is "e."* Kilkenny's The Complete Guide to Successful Event Planning repeatedly stresses the importance of "get it in writing." Oral agreements cannot be proven or enforced, but written contracts protect you and your client, and can be amended as needed.
5. *The correct answer is "f."* While contract negotiation, insurance and permitting are all essential to a successful event, they should be completed during the planning stage. According to Event Planning's Judy Allen, the term "logistics" applies to the essential activities that take place once the event has begun and just prior to and immediately after it.
6. *The correct answer is "false."* While there are many meeting, expositions and conferences dedicated to environmental causes and topics, Amy Spartisano in *Simple Steps to Green Meetings and Events* describes how you can take a "green" approach to event planning by taking steps to reduce energy consumption and water and other waste, while promoting good air quality and use of eco-friendly products.
7. *The correct answer is "f."* Kilkenny's *The Complete Guide to Successful Event Planning* lists over 80 web resources alone that provide advice, tips, resource links and services to event planners worldwide.