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**SYLLABUS: CERTIFIED EVENT MANAGEMENT EXPERT (CEME) – CRN 40233**

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**Program Coordinator:** Richard Wilson  
**Exam Dates:** 1<sup>st</sup> Wednesday of each new month  
**Email:** [Support@BusinessTraining.com](mailto:Support@BusinessTraining.com)

**Time:** Self-Paced Program  
**Location:** 100% Online  
**Twitter:** @BusTraining

**LEARNING OBJECTIVES OF THE CEME:**

1. 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.
2. 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.
3. 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.
4. 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.
5. 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.
6. How online technologies change the way people convene and hold meetings.
7. What impact "greening" events has on both the environment and your clients, and how to maximize green planning effectively and profitably.
8. Why being an effective researcher and wealth of knowledge about the vast world of event planning resources will make you competitive in the industry.
9. How to leverage your interest in the event, meeting, hospitality, tourism, sports and travel industries into an exciting and lucrative event planning career.
10. What qualities you need to be an effective and in-demand event planner and how to sell your services.

**PROGRAM REQUIREMENTS:**

**Self-Management:** The Certified Event Management Expert (CEME) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of effort and time you put into learning the material.

**Time-Management:** Being that the CEME is a self-study program, it is your responsibility to make time to read the required texts, to ask questions as they arise, and to keep in mind your examination date.

**PREREQUISITES:** We require one year of work experience before candidates are accepted into the CEME program.

**REQUIRED TEXTS:**

1. ***The Complete Guide to Successful Event Planning*** by Shannon Kilkenny.  
ISBN-10: 0910627924
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

**REQUIRED TOOLS:** Internet access and an Internet browser with which to take the online exam and to view the program videos. Internet Explorer and Firefox work best, though most browsers should suffice.

**CEME GRADE BREAKDOWN:**

*Exam:* (100 pts)

- 80 multiple choice/true-false questions (80%)
- 2 short-essay questions worth (20%)

**MASTER'S CERTIFICATE PROGRAMS:** The G.T.C. Institute, LLC is proud to offer several advanced Master's Certificates that require the completion of five programs from the Business Training Institute platform.

To learn more about these Master's Certificates and how to earn one, please see our website: [BusinessTraining.com/Masters-Certificate/](http://BusinessTraining.com/Masters-Certificate/)

*For more information and to register for this self-paced event planning training and certification program, please visit our website at <http://businesstraining.com/Event-Planning-Certification/>*