



CERTIFIED MEETING PROFESSIONAL®

Employers Toolkit

Why the Certified Meeting Professional® (CMP) certification is important to your organization's staff and credibility within the meetings industry.



Introduction

Why the CMP certification is important to your organization's staff and credibility:

Whether your organization is planning a board or stakeholder's meeting or a large scale industry conference, a lot of planning and expense goes into providing your attendees with a memorable experience. To ensure your event leaves a lasting impression on your audience, your organization must have a staff that is informed and experienced in current and emerging trends in the meetings industry.

But how do you validate your staff's knowledge? When hiring or training staff to develop and manage your organization's meetings and conferences the Convention Industry Council's Certified Meeting Professional (CMP) Program can be used as your road map.

ABOUT THE PROGRAM:

The Certified Meeting Professional® (CMP) program has been created and is maintained by certified meeting professionals who have already demonstrated their expertise in the field.

These professionals ensure that all aspects of the CMP program reflect the best practices and policies to follow when hosting a meeting or event. Encouraging your meeting staff to seek the CMP certification helps ensure that your meetings are developed using these practices and policies.

The CMP program and the CMP certification exam are based on the CMP International Standards (CMP-IS).

These Standards identify the knowledge and skills a meetings professional must have to successfully organize and produce your organization's meetings, conferences, congresses and events.

TEN DOMAINS OF KNOWLEDGE:

The CMP-IS is divided into ten domains of knowledge:

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**

Each of the Domains describes the knowledge your meetings staff should already have or identifies knowledge gaps that they need to pursue.

Employers who encourage their staff to seek the CMP certification will be ensured that their meeting professionals have the following credentials:

- ✓ The professional experience and educational background relevant to the profession and the job function.
- ✓ Demonstrated mastery of the knowledge and skills required to successfully organize and produce an event.
- ✓ A commitment to staying current on the latest trends and best practices through required recertification requirements.

There are more than 10,000 CMPs worldwide.

The CIC website includes a Directory of CMPs. The directory allows you to search for CMPs by name, organization, city, state and country.

When your meetings and events staff is CMP certified and exemplify the knowledge and skills outlined in the CMP-IS, you can be assured that their expertise will help your organization produce events that meet, and even exceed, the expectations of your attendees and stakeholders.

TOOLS FOR EMPLOYERS

To help ensure your meetings and events are produced by qualified professionals, the CIC has developed a Sample Job Description as well as Sample Interview Questions.

These tools use principles outlined in the CMP International Standards to help you identify the skills of those already on your staff as well as those applying for positions in your organization.

PAGE 3 Sample Job Description | **PAGE 4** Sample Interview Questions

Sample Interview Questions

The answers to the following interview questions will help you decide if the job applicant possesses the knowledge and skills necessary to be a successful meeting professional in your organization.

(Note that some questions will need to be adjusted depending on the position you're filling.)

10 SAMPLE QUESTIONS FOR MEETING PROFESSIONALS

1. Tell me about a meeting you worked on from start to finish. What were the goals and strategies of this meeting?

- How was success measured?
- Was a sustainability plan implemented?
- What do you consider the most successful part of this event?
- What would you have done differently?

2. What project management skills do you use to ensure that a meeting's interim and final milestones are met?

- Explain how you track all milestones of an event.
- Tell me how the theme of a meeting was decided and how it was incorporated throughout the meeting.
- Do you have contract management experience? Tell me the process you've followed for securing a contract.

3. How do you identify all potential risks factors for an event or meeting?

- Have you had experience developing an emergency response plan for an event?
- Tell me about a time when you had to deploy all or part of your emergency response plan.

4. What is your experience securing and managing event funding and financial resources?

- Tell me about your experience in with event sponsorships.
- Tell me about your budgeting experience. Have you set budgets for a meeting or multiple meetings in the past?
- How do you monitor the performance of your budgets?
- Have you ever had to make on the spot decisions that have a large impact on your budget?
- What is your experience in managing on site monetary transactions?

5. What are your experiences recruiting, training and managing staff and volunteers?

- Tell me about how you decide the amount of staff and volunteers you need for an event.
- How to you ensure that staff and volunteers are properly trained?
- What is your management style?
- Give me an example of a problem you've had with a staff member or volunteer on site and how it was resolved.

6. When planning an event, list some of the internal and external stakeholders you need to consider?

- How do you accommodate various stakeholders who may have conflicting needs?
- How do you ensure that all your stakeholders' needs are met?

7. When planning a meeting, how do you determine the program's components?

- How are your educational sessions determined?
- How do you select speakers?
- Tell me about your experiences in identifying and booking an event's entertainment?
- Deciding the food and beverage needs of a meeting can be quite an undertaking. Tell me about your experiences with this task.
- Who have you worked with to define the décor and furnishings of an event?
- What are some of the technology requirements you need to consider?
- What experience do you have with transportation of attendees to and from the meeting?
- How have you planned on site attendee movement? What are some of the things you need to consider?

8. Explain how you determine where to have a meeting

- What were the considerations that went into site selection?
- What processes did you establish for setup and take down of a site?
- How do you communicate with your staff and attendees during a meeting?
- What are the technical considerations that need to be made when selecting a site?

9. Tell me about your marketing experience.

- How have you defined target market segments and what marketing techniques did you create to message to those market segments?
- How was public and media relations handled?

10. How have you implemented and enforced policies that promote ethical practices and behavior at meetings?

- Explain about a time when you had to discipline someone for not following these practices
- What do you consider to be leadership traits?
- How have you handled an upset or angry attendee in the past?

Sample Job Description

DIRECTOR OF MEETINGS

Note: The following job description outlines the basic knowledge a meeting professional should possess. This job description should be modified to reflect your own organization's own needs and events profile and on the level of the position being filled.

POSITION SUMMARY

Oversee the all aspects of the organization's conferences and events ensuring that all aspects are planned according to company policy and procedures. Ensure that all meetings meet attendee expectations and budgetary projections.

Required Responsibilities and Skills

Set the strategies, mission and goals of each event.

- Research viability of event including geographic options, potential revenue sources and sponsors, and legal and regulatory requirements.
- Determine event requirements, including; costs vs. benefits, human resource needs, technology, marketing and logistics.
- Establish and track measurements to ensure that each event goal is met and that there is successful return on investment.
- Develop a sustainability plan to include impacts on the local economic and environmental community.
- Propose corporate responsibility options.

Plan and monitor the event's interim and final milestones to ensure all goals are being met.

- Develop all policies and procedures needed to carry out event.
- Develop theme for the event.
- Develop procurement plan for all goods and services needed to run event.
- Develop communication plan for both internal and external stakeholders.
- Manage all aspects of the contract process including RFP distribution, negotiating, legal review and fulfillment of obligations.

Understand the potential risk factors of each event.

- Identify all potential risks including legal and regulatory, geographic and political climate.
- Develop an emergency response plan for all known risks.

Manage event funding and financial resources.

- Establish sponsorship goals and set sponsorship levels. Identify potential sponsors for each level.
- Set and monitor budget projections for each revenue generating aspect of the event including attendance, pre and post meeting events, exhibitor fees and more.
- Manage on site monetary transactions.

Recruit, train and manage all required staff and volunteers.

- Establish number of staff and volunteers needed for each aspect of the meeting including pre and post meeting duties as well as on site responsibilities.
- Identify skills needed for each position, both paid and voluntary
- Train all those recruited to work on the event and monitor job performance of each.
- Manage all disciplinary issues with tact and discretion.

Identify all internal and external stakeholders for each event and ensure their expectations are met.

- Plan all stakeholder schedules and ensure that schedules are synchronized.

Develop the content and activities of the event.

- Determine program components including speakers, educational sessions, entertainment, and food/beverage needs.
- Develop program agenda and schedule.
- Establish functional requirements of the event including movement of attendees, décor and furnishings, signage, technology and transportation.

Select appropriate site for the event that meets both educational and budgetary goals.

- Define site specification needs including spatial, accessibility, security and budgetary considerations.
- Conduct site inspections.
- Design site layout and manage the logistics of site setup and take down.
- Determine site communication needs including staff to staff and organizer to attendee, and secure the equipment and technologic needs to fulfill on site communication.

Market the event to meet maximum attendance goals.

- Define target market segments and develop marketing plans specific to each market.
- Select marketing distribution channels.
- Develop and produce content and design of all promotional and marketing pieces.
- Manage public and media relations.

Direct all aspects of the event in a professional manner consistent with the image of the organization.

- Implement and enforce policies that promote ethical practices and behavior.
- Demonstrate leadership traits
- Understand and abide by local political, social and cultural protocols.

SUPERVISORY RESPONSIBILITIES

Supervise a staff of five in the Meetings Department.

EDUCATION AND EXPERIENCE

- Bachelor's degree or higher
- Five to eight years of related work experience
- CMP Certified (or able to achieve certification within the first year of employment)

Sample Job Listing

MEETINGS DIRECTOR

Note: The following job listing outlines the basic knowledge your organization should seek when hiring a meeting professional. This job listing should be modified to reflect your own organization's own needs and events profile and on the level of the position being filled.

POSITION SUMMARY

XXX Company seeks a qualified meetings professional to direct all aspects of the organization's meetings, events and conferences. The person selected for this position will ensure that all XXX Company's meetings meet attendee expectations and budgetary projections.

Required Responsibilities and Skills

- Set the strategies, mission and goals of each event.
- Plan and monitor the event's interim and final milestones to ensure all goals are being met.
- Understand the potential risk factors of each event.
- Manage event funding and financial resources.
- Recruit, train and manage all required staff and volunteers.
- Identify all internal and external stakeholders for each event and ensure their expectations are met.
- Develop the content and activities of the event.
- Select appropriate site for the event that meets both educational and budgetary goals.
- Market the event to ensure maximum attendance goals are met.
- Direct all aspects of the event in a professional manner consistent with the image of the organization.

SUPERVISORY RESPONSIBILITIES

- Supervise a staff of five in the Meetings Department.

EDUCATION AND EXPERIENCE

- Bachelor's degree or higher
- Five to eight years of related work experience
- CMP Certified (or able to achieve certification within the first year of employment)

Hire Smarter

Introducing the Certified Meeting Professional® Career Center (CMP Career Center)

WANT TO REACH CERTIFIED MEETING PROFESSIONALS TO FILL A JOB?

The CMP Career Center, a new online resource designed to help you recruit qualified CMP industry professionals. Don't miss this unique opportunity to be seen by an exclusive audience of the industry's best and brightest!

➤ Visit the CMP Career Center at www.cmpjobs.conventionindustry.org to post a job today!

ABOUT THE CMP CAREER CENTER

The new CMP Career Center will help employers streamline the hiring process with:

✓ Unmatched job listing exposure

CIC represents the largest audience of qualified industry professionals highlighting those with the CMP designation.

✓ Easy online job management

You can enter job descriptions, check the status of postings, renew or discontinue postings, and even make payments online.

✓ Resume searching access

With a paid job listing, you can search the resume database and use an automatic notification system to receive email notifications when new resumes match your criteria.

✓ Company awareness

Along with each job posting, you can include information about your individual company and a link to your web site.

CMP CAREER CENTER PRODUCTS AND RATES

JOB POSTING PACKAGES

Single / 30-day Online Job Posting Package

✓ Includes resume database search access.

SINGLE..... \$200

Three - Five - or - Ten / 30-day Online Job Posting Packages

✓ Includes resume database search access.

THREE..... \$540

✓ Each job runs online for 30 days.

FIVE..... \$800

✓ All jobs must be posted within one year of package purchase.

TEN... \$1,500

JOB POSTING ENHANCEMENT

The package below is available to purchase with each of your job postings. During the job payment process you may be given the opportunity to select it.

Featured Job / Give your job more exposure!

- A 'Featured Job' will appear on the job seekers home page for 30 days.
- A 'Featured Job' will be flagged on the results page maximizing opportunity for job visibility.

EMPLOYER BRANDING

Featured Employer Advertising

Distinguish yourself among the other employers, recruiters and agencies by providing information about your organization that attracts top quality job seekers. Become a Featured Employer today!



For more information, call
1-888-491-8833 Ext. 2601
(Extension Required)

