



CERTIFIED MEETING PROFESSIONAL®

Job Seekers Toolkit

The Convention Industry Council (CIC) is pleased to announce the launch of the CMP Career Center, a new online resource designed to help you find the best job opportunities in the meetings and events industry.



Introduction

Why the CMP certification is important for your career, and how the Convention Industry Council's CMP Career center can help.

A Certified Meeting Professional (CMP) designation can help your resume rise to the top of the pile! Having these three letters after your name means you have mastered the knowledge and skills necessary to bring “the best in show” to any organization’s meeting, conference or event. Whether you are planning stakeholder’s meeting or a large-scale industry conference, you know a lot of planning and expense goes into providing your attendees with a memorable experience.

Earning the CMP designation proves that you know the current best practices and emerging trends to ensure your organization’s events will leave a lasting impression on the attendees.

ABOUT THE CMP PROGRAM:

The Certified Meeting Professional (CMP) program, is the only certification that recognized for testing a meeting professional’s knowledge across all aspects of this multi-faceted profession.

From big-picture strategic planning, to working with the event’s stakeholders and vendors, to keeping your attendees safe, to designing an extraordinary event that’s within budget — the CMP designation shows supervisors and colleagues that you know the business of managing meetings both large and small.

The CMP certification program and 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 meetings, conferences, congresses and events.



TOOLS FOR JOB SEEKERS

Using principles outlined in the CMP International Standards, the CIC has developed tools that identify what employers look for when hiring meetings and events professionals.

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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 you have mastered through the CMP program and need to work as a successful meetings professional.

INTERVIEW TIP

When interviewing for a new position, make sure your potential employer understands that you have proven your expertise in each of these areas. And that you are committed to staying current in this field through the CMP program’s recertification requirements.

CMP CAREER CENTER

The new CMP Career Center provides job seekers with the following key benefits:

✓ Create an account and post your resume for free.

Make your resume available to employers in the industry, confidentially if you choose.

✓ Highlight your hard earned CMP designation.

Resumes of job seekers with their CMP designation will be highlighted for employers searching for them.

✓ Search options and alerts.

Find relevant industry job listings quickly and sign up for automatic email notifications for new jobs that match your criteria.

✓ Easy job application.

Apply online and create a password-protected account for managing your job search.

✓ Saved jobs capability.

Save up to 100 jobs to a folder in your account so you come back to apply when you are ready.

Don’t miss this unique opportunity to connect with the industry’s best employers!
Create your free profile today! ➔ <http://cmpjobs.conventionindustry.org/jobseekers/>

CMP Career Center Preview

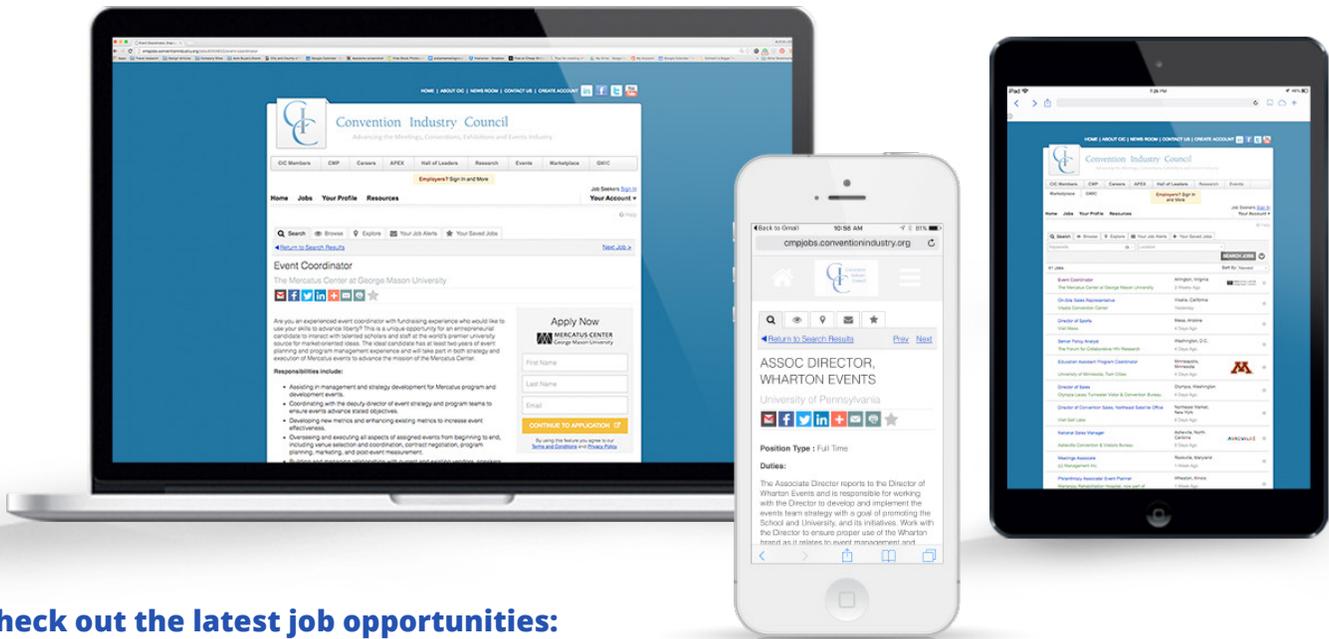
The Convention Industry Council's new CMP Career Center is a free, online resource designed to help connect top professionals to the best job opportunities in the meetings and events industry.

Create an account and post your resume for free!

Utilize multiple ways to search — by keyword, location, category and more!

Receive new jobs in your inbox with custom Job Alerts

Job seekers with a CMP designation gain increased resume visibility.



Check out the latest job opportunities:

➔ <http://cmpjobs.conventionindustry.org/jobs>

Resources ➔
Take advantage of these valuable resources offered through the CMP Career Center:

Check your references to ensure they're saying what you think they are!

REFERENCE CHECKING

Let one of our professional writers create a resume and cover letter that will help you land you an interview.

RESUME WRITING

Get individual help from our experienced coaching staff.

CAREER COACHING

Don't miss this unique opportunity to connect with the industry's best employers! Create your free profile today! ➔ <http://cmpjobs.conventionindustry.org/jobseekers/>

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)