



MEETING PROFESSIONALS INTERNATIONAL



FOR IMMEDIATE RELEASE:

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MPI and CIC to Partner on Enhancement of CMP Credential

DALLAS (September 24, 2009) –Meeting Professionals International (MPI) and the Convention Industry Council (CIC) today announced a plan to upgrade the Certified Meeting Professional (CMP) designation as an important and consistent global certification for the meetings industry. MPI will make an investment in the CMP program to ensure its ongoing relevance amidst increasing performance expectations on meeting and event professionals and also to make the CMP more globally available.

“Enhancing the relevance and global availability of the CMP program is a critical next step in the ongoing development of the meeting and events industry,” said Bruce MacMillan, president and CEO of MPI. “As meeting and event professionals face increasing challenges to deliver elevated performance results, MPI believes it is imperative to invest in the future of our professionals and the contribution they make to global business with the CMP positioned as a major element in our Knowledge Plan.”

In the current economic environment, expectations on the core skills of meeting and event professionals are elevating, with more emphasis placed on meeting effectiveness and return on objectives and investments. MPI’s investment will support CIC’s efforts to enhance the existing CMP curriculum to reflect the heightened business expectations now thrust on business and meeting professionals.

“MPI’s investment will help CIC roll-out the CMP to the international marketplace. This is a significant milestone for the CMP designation,” said Eric Allen, Chair of the Board, Convention Industry Council. “Our CMP Board is working hard to streamline the application process and welcomes the support from MPI.”

With over 14,000 meeting professionals carrying the designation in 35 countries and territories, CMP is the most widely recognized certification in the meetings industry. With the industry’s rapid globalization, the demand for the CMP standard in markets such as Europe, Middle-East, Africa and Asia-Pacific continues to escalate and the investment by MPI will expand access to CMP.

The upgrade and globalization of the CMP designation supports a critical component to MPI’s Knowledge Plan. This plan ensures the development needs of industry professionals are met throughout the entire course of their careers, with multiple points of entry and engagement for personalized professional development. For more information on MPI’s Knowledge Plan, please click [here](#) or visit www.mpiweb.org. For more information about the CMP designation/exam, please visit the Convention Industry Council at www.conventionindustry.org.

About MPI:

Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 24,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org.

About CIC:

The Convention Industry Council's 34 member organizations represent more than 103,500 individuals and 19,500 firms and properties involved in the meetings, conventions and exhibitions industry. CIC facilitates the exchange of information develops programs to promote professionalism within the industry and educates the public on its profound economic impact. CIC's programs include the Certified Meeting Professional (CMP) program, the Accepted Practices Exchange (APEX) initiative, the Hall of Leaders and numerous industry resource projects.

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