

CMM FREQUENTLY ASKED QUESTIONS



What is the updated CMM Program?

In this evolution of the prestigious Certificate in Meeting Management program, created by MPI in the mid-1990s, MPI has collaborated with Indiana University's Kelley School of Business and the Department of Tourism, Conventions, & Event Management.

With the new tagline, "Executive Leadership for the Business of Meetings," the CMM is a three-phased comprehensive executive education program for meeting, event and travel professionals. Designed to bolster participants' business management, leadership and meeting management skills, it packs the highlights of a world-class graduate degree program into four days, followed by eight hours of advanced-level online coursework and a final project focused on solving a real-world, work-based problem. The content capitalizes upon experiential learning opportunities through the inclusion of practical, real-life skill application (scenarios, simulations, case studies, etc.) relevant to the meeting and event industry that will help attendees advance their career.

Taught by Indiana University faculty, the entire program takes 15 weeks to complete. Upon successful completion of the coursework, attendees earn 48 clock hours and 4.8 CEUs. They will also have the opportunity to earn three graduate credit hours, which can be applied to the Indiana University Kelley School's Executive Degree Program (EDP) Business Management Certificate.

What does CMM stand for? Does CMM still stand for Certificate in Meeting Management?

CMM stands for Certificate in Meeting Management (CMM) and offers executive leadership for the business of meetings. CMM represents the premier designation for distinguished meeting professionals and has become the business standard of excellence.

What is the process for earning the CMM designation?

Professionals must complete three distinct phases to achieve the CMM designation:

Phase 1: 4-day in-residence immersion course comprised of rigorous management and leadership exercises, discussions, cases, and experiential learning grounded in event management context. The education courses are delivered by university professors in an interactive and participatory learning format and provide 32 contact hours.

Phase 2: An online learning boot camp comprised of synchronous and asynchronous learning via webinars, web-based meetings, and discussion forums. The requirement is to complete eight (8) hours of online education over six weeks.

Phase 3: Development of an independent work-based case project to be completed within eight weeks following the completion of Phase 2. The goal is to develop a specific "case" and an "action plan" demonstrating your ability to apply learning from Phase 1 & 2 to solve a practical, industry-related challenge or capitalize on an opportunity.

What are the differences between the current and the future program?

	CMM 2014	CMM 2018
Focus	<ul style="list-style-type: none"> Developing Leadership Strategies Communications in a Global Environment Communications in a Global Environment Operational and Financial Performance Flexible Budgeting Planning, Managing, and Mitigating Risk Balanced Scorecard Negotiation & Strategic Sourcing Continuous Process Improvement Business Case Assessment 	<ul style="list-style-type: none"> Leadership That Inspires High Performance The Influential Communicator Economics of Tourism Negotiating: Managing Conflict & Reaching Consensus Budgeting, Finance & Contracts Negotiations for Meeting Managers Leader as Coach Managing Change Sustainable Event Design Work-Based Project Assignment
Eligibility Requirements	<ul style="list-style-type: none"> Minimum of 7+ years of professional experience in the meeting and event or business travel industry Minimum of 3+ years of management experience with 2 years of profit and loss responsibility Personal statement and letter of recommendation from professional colleague or supervisor 	<ul style="list-style-type: none"> 7+ years of professional experience in the meeting and event industry 3+ years of management experience 2+ years of profit and loss responsibility Required Documents: <ul style="list-style-type: none"> Personal Statement Letter of Recommendation by a professional colleague or supervisor Résumé
Length	3.5 day onsite business education program, online learning bootcamp with meeting or travel focus and project	15 weeks: In-Residence Immersion Course (4 days); Online Learning Boot Camp (6 weeks); Work-Based Case Project (8 weeks)
Program Format	Three distinct phases of the CMM Program <ul style="list-style-type: none"> Phase 1 - 3.5-Day Immersion Course Phase 2 - Online Learning Boot Camp (on-demand content) Phase 3 - Work-Based Case Project 	Three distinct phases of the CMM Program <ul style="list-style-type: none"> Phase 1 - 4-Day Immersion Course Phase 2 - Online Learning Boot Camp (synchronous and asynchronous learning via webinars, web-based meetings, and discussion forums) Phase 3 - Work-Based Case Project (Paper, PowerPoint, Recorded Presentation, Feedback)
Timeline	Learning Boot Camp and Project due 8 weeks after 3.5-day immersion course	Timeline to earn designation increased to match a college semester to include student interaction, course content, project scope and review cycle
Potential Boot Camp Topics	<ul style="list-style-type: none"> Strategic Marketing Technology Strategy Models of Success 	<ul style="list-style-type: none"> Communication Intelligence TED-like Talk: Experience Design Leader as Coach TED-like Talk: The Power of Cities

<p>Assessment</p>	<p>Business Case Assessment</p> <p>The business case should reflect real situations, address current challenges that need to be resolved and be actionable – meaning the participant must have responsibility and influence over the challenges’ outcome. Each participant’s business case will be evaluated and scored against a pre-established standard of performance or rubric by CMM Program faculty.</p>	<p>Work-Based Case Project</p> <p>The work-based case project should reflect real situations, address current challenges that need to be resolved and be actionable – meaning the participant must have responsibility and influence over the challenges’ outcome. Each participant’s business case will be evaluated and scored against a pre-established standard of performance or rubric by CMM Program faculty.</p> <p>Participants will be assigned to a cohort of 3 additional participants. This cohort will serve as consultants to one another, providing feedback and insights to each participant in their cohort.</p> <p>During the week immediately following Phase I, In-Residence Immersion Courses, participants will email a one-page-long proposal for their Work-Base Case Project to the Faculty Program Manager. Within 24 hours, a participant will be notified if their proposal is unsatisfactory.</p> <p>By the end of the eight-week period allowed for completion of the project each participant will:</p> <ul style="list-style-type: none"> • Submit a 10-12-page project report to the faculty member charged with oversight of the participant’s Project evaluation. • Present a live five-minute PowerPoint video presentation to a Kelley faculty member, who will evaluate and provide feedback to each participant. Each video will be recorded and saved on the online platform. • Cohort participants will access the recorded presentations and will provide constructive feedback to each cohort participant on their project. • Following the end of the eight-week period of this phase of the CMM Program, a faculty member evaluator will provide constructive feedback and a grade on the project report and presentation. • 15-20 points are required to pass (i.e., satisfactorily complete) this assignment. • Participants scoring below 15 points have 30 days to review feedback and resubmit their Work-Based Case Project.
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Faculty	Top-ranked Business School Faculty University of Virginia - Darden School of Business	Top-ranked Faculty from Indiana University's Kelley School of Business in Partnership with the Department of Tourism, Conventions, & Event Management
Clock Hours	25 clocks earned for Phase 1	48 clock hours and 4.8 CEUs (continuing education units earned for Phase 1, 2, and 3) <ul style="list-style-type: none"> ● Phase 1 = 32 clock hours ● Phase 2 = 8 clock hours ● Phase 3 = 8 clock hours <p>* Opportunity to earn three graduate credit hours, which can be applied to the Indiana University Kelley School's Executive Degree Program (EDP) Business Management Certificate</p>

What knowledge will the participants gain upon completing the updated CMM Designation Program?

Management

Managing People/Clients

- Gain insight into personal management styles and the skills necessary to be successful when managing teams, suppliers and outsourced services
- Explore a variety of communication strategies to help manage conflict and ensure optimal stakeholder engagement
- Apply a deeper understanding of strategic negotiation and sourcing to influence outcomes and impact the cost, quality, and performance of your meeting(s)

Managing Financials

- Gain exposure to financial statements and how business transactions affect organizational decision-making
- Identify how to apply best practices to mitigate risk and limit liability through legal or contractual avenues
- Develop a data analytic strategy to measure and report on the business performance of your meeting or meetings portfolio and practice delivering the financial data to clients and/or stakeholders

Managing Change

- Explore new models for optimizing process improvement and policy/regulatory compliance
- Establish principles for change and identify ways to establish a culture of innovation within your organization
- Recognize where change needs to happen and create a strategy to successfully communicate the change to others and ensure that it delivers the proposed outcome
- Identify an opportunity to improve or change a function, process or procedure within your current organization, conceptualize your vision and articulate it in your final project

Leadership

Leading Up

- Discover methods to influence your leader and speak the language of the C-Suite
- Identify opportunities to lead up within your current organization

Leading Across

- Discover methods to influence your colleagues and lead other leaders alongside of you
- Identify opportunities to lead across within your current organization

Leading Down

- Discover methods to earn influence with your followers and subordinates
- Identify opportunities to lead down within your current organization

Meeting & Event Management

- Identify and discuss trends, issues, challenges and best practices in meeting and event management (i.e. Strategic Meetings Management (SMM), Risk Management (financial and safety), etc.)
- Explain how meeting and event management contribute to the overall management of business
- Demonstrate how to measure the value of meetings and events and justify the importance of alignment between business goals and meeting(s) objectives through a strategic roundtable

What are the benefits of participating in the CMM program?

CMM designees have stated that participating in the program gained them a seat at the executive table, secured a promotion or earned them a raise. According to a recent MPI member survey, the average salary of a meeting professional with a CMM is roughly \$20k/year more than members with a CMP and nearly \$30k/year more than members with no credentials. Therefore, whether someone is looking to sharpen their leadership skills or take their career to the next level, the CMM program will guide them in their quest for excellence!

Aside from the experience-based program requirements, there are no other prerequisites to apply and more importantly, once you have earned your CMM, you may use the designation indefinitely as there is no renewal requirement.

To provide for the greatest learning and networking opportunities, class sizes for the CMM program are kept to a maximum of 50 candidates

How does the updated CMM Designation Program affect current CMM holders?

All current CMM designations will continue to be recognized and supported by MPI. Therefore, professionals that achieved the former Certificate in Meeting Management designation will retain the CMM designation.

Where can I find more information? When is the first program scheduled?

Visit www.mpiweb.org/CMM to learn more or to register interest. MPI will deliver two CMM programs during the second half of 2018.

What are the criteria for participating in the CMM Program?

To apply, submit a résumé that shows you have at least seven years of professional experience in the meeting and event industry with a minimum of three years of management experience with two years of profit and loss responsibility. You will also be asked to provide a personal statement of interest and a letter of recommendation from a professional colleague or supervisor.

What will it cost to participate in the CMM Program? Are there any sponsors?

Program information including pricing and sponsorship details are available [here](#). The CMM Program registration fee is \$4,400 per person. Complete enrollment in the CMM Program includes:

- 12-month MPI membership
- Phase 1: 4-day CMM Program In-Residence Course
- Phase 2: 6-week Online Learning Boot Camp
- Phase 3: 8-week case project with faculty consultation and feedback
- All program course materials and technology fees
- Hotel rooms for 4 nights
- Breakfast and lunch daily
- Welcome Dinner on first night

Is the CMM Program a certificate or certification program?

The CMM program is a certificate program. Certification programs generally have ongoing requirements such as continuing education to maintain status. There are no ongoing requirements to maintain the CMM designation.

How many clock hours of continuing education does the updated CMM Program offer toward CMP certification or recertification?

Each phase of the CMM program is worth a designated amount of clock hours. Successful completion of all three phases will result in 48 clock hours – 32 for Phase 1, 8 for Phase 2 and 8 for Phase 3. Session rosters will be submitted to the Events Industry Council (EIC) following each phase of the program. MPI Academy cannot guarantee how soon it will appear on your profile, so in case they are not uploaded in time for your certification or recertification, contact cmm@mpiweb.org to receive a verification form to serve as proof of your attendance.

How long does it take to earn the CMM designation?

The timeline to earn the CMM designation is equivalent to a traditional college semester, so it will take at least 15 weeks to successfully complete each program phase.

How much time do I need to prepare for the in-residence program?

Registration deadlines are a month before the actual session date to allot enough time for participants to complete the pre-work. Because a lot of content is presented in a short time, you will need to be prepared for class each day.

Are there scholarships available for the CMM program?

Yes. The MPI Foundation has CMM Program scholarships available to MPI members in good standing.