

### Why you should attend:

In the exhibitions and events industry, the Certified in Exhibition Management (CEM) designation is the premier designation offering a cutting-edge certification for exhibition industry professionals. Participants must complete nine of twelve courses and pass the corresponding exams within three years of beginning the program.

### Learning Objectives:

- Introduce participants to the basic concepts and elements in organizing exhibitions and events
- Raise the standards of professionalism and service quality through additional knowledge and experience gained about the exhibition management industry
- Understand the practical applications of concepts i.e. marketing, budgeting, programming
- Apply these knowledge to the real world through case studies

### Who will benefit:

- Project coordinators and (exhibition sales/project) managers
- Experience professional who have joined the exhibition and events industry for more than 3 years
- Executives who wish to enhance their understanding of exhibition and event management

### Important Information:

- Participation in this program is strictly limited. Applicants will be accepted on a first-come first-served basis and only after payment has been received.
- Bookings and payments can be made in a company name if the particular participant is not yet known at the time of booking.
- Cancellations must be received in writing no later than 30 day before the program start. Refunds will be processed within 30 days after the program finished.
- Participation this program constitutes an agreement by the registrant to TCEB's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes.
- The host, TCEB reserves the right to cancel the program in the event of exceptional circumstances, in which case the registration fee will be fully refunded.

### Payment- Bank Transfer:

Account Name: MICE Capabilities Development  
Account Number: 038-438984-1  
Bank Name: Siam Commercial Bank  
Branch Name: Siam Square  
Bank Address: 222/1-7 Rama 1 Road, Wangmai, Pathumwan, Bangkok, 10330, Thailand  
Swift Code: SICOTHBK

Please send a copy of the original bank transfer – payable to the mentioned account number together with the registration form by fax to (+66) 2658 1412 or email to [nubduan\\_k@tceb.or.th](mailto:nubduan_k@tceb.or.th)

**\*Kindly note all the bank charges are to be borne by the participant.**

For more information

Please contact Nubduan at

T. + 662 694 6000 #6178 M. +666 1442 6954

E. [nubduan\\_k@tceb.or.th](mailto:nubduan_k@tceb.or.th) Website: [www.micecapabilities.com](http://www.micecapabilities.com)

Organized by

**MICE**  
Capabilities  
Development





W1: 17-20 MAR 2020  
W2: 17-21 AUG 2020

Bangkok, Thailand

Mr.  Ms.  Mrs.  Miss

Member of  TICA  TEA  EMA  OTHER

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Year in the industry \_\_\_\_\_ Degree (s) Held \_\_\_\_\_

Title \_\_\_\_\_ Badge Name \_\_\_\_\_

Organization \_\_\_\_\_ Company Registration Number \_\_\_\_\_

Address \_\_\_\_\_

Country \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

### REGISTRATION OPTION

#### CEM Week

- CEM Week 1/2020       CEM Week 2/2020       CEM Week 1&2/2020

#### Single Module

CEM Week 1/2020 (Location: SEAC FYI Center Bangkok Thailand)

- Module 1 – Event Marketing (17 March 2020)
- Module 2 – Exhibition and Event Sales (18 March 2020)
- Module 3 – Strategic Planning and Management (19 March 2020)
- Module 4 – Floor Plan Development (20 March 2020)

CEM Week 2/2020 (Location: Bangkok, Thailand)

- Module 5 – Selecting Service Contractors (17 August 2020)
- Module 6 – Event Operations (18 August 2020)
- Module 7 – Security, Risk and Crisis Management (19 August 2020)
- Module 8 – Facilities and Site Selection (20 August 2020)
- Module 9 – Finance, Budgeting and Contracts(21 August 2020)

Rate (Baht/Person)

#### Advanced Rate

Expires May 31, 2020

#### Regular Rate

After May 31, 2020

#### Member Rate

- |                 |                                 |                                 |
|-----------------|---------------------------------|---------------------------------|
| - Single Module | <input type="checkbox"/> 10,000 | <input type="checkbox"/> 12,000 |
| - 5 Modules     | <input type="checkbox"/> 15,000 | <input type="checkbox"/> 18,000 |
| - 9 Modules     | <input type="checkbox"/> 25,000 |                                 |

#### Non Member Rate

- |                 |                                 |                                 |
|-----------------|---------------------------------|---------------------------------|
| - Single Module | <input type="checkbox"/> 10,000 | <input type="checkbox"/> 12,000 |
| - 5 Modules     | <input type="checkbox"/> 45,000 | <input type="checkbox"/> 54,000 |
| - 9 Modules     | <input type="checkbox"/> 72,000 |                                 |

For more information or registration, contact [nubduan\\_k@tceb.or.th](mailto:nubduan_k@tceb.or.th) or T.+662 694 6000 #6178 M.+666 1442 6954

# IT PAYS TO GET YOUR CEM...

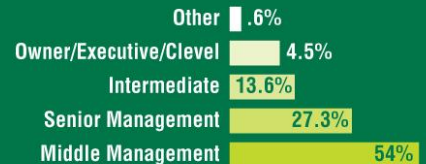
## DID YOU KNOW?

# 74%

Of CEMs surveyed expect a salary increase in 2015

## CURRENT JOB

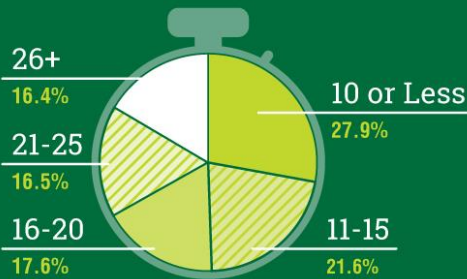
Title or Function



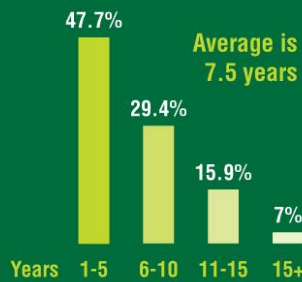
of the CEMs Surveyed...

## TOTAL NUMBER OF YEARS

### IN THE EXHIBITIONS & EVENTS INDUSTRY

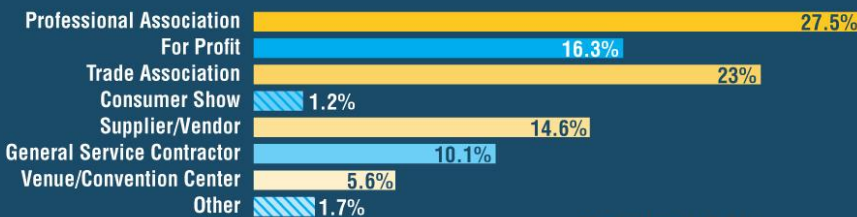


### IN CURRENT POSITION



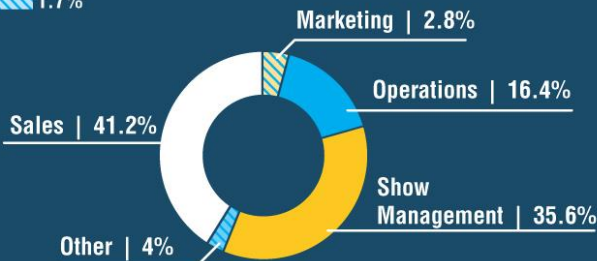
## WHAT TYPES OF COMPANIES

do CEMs work for?



## CEM JOB

Functions



## ASK YOUR BOSS...

# 85%

of employers pay for certification

# 76%



Of CEMs are interested in advanced certification

## CONTACT IAEE

for more info at  
[cem@iaee.com](mailto:cem@iaee.com)

Certified in  
Exhibition  
Management  
**CEM**

made possible by a generous grant from Freeman