

Certified in
Exhibition
Management

CEM

*made possible by a
generous grant from*
FREEMAN®

2019 CEM PROGRAM FOR SOUTHEAST ASIA

UNLEASHING THE POWER WITHIN

Exhibitions have proven to be a powerful tool that can transform businesses of all sizes within mere short periods of time. Behind the powers are passion, creativity, skills, and collaborative dedication of ladies and gentlemen in the exhibition industry. At MICE Capabilities Development Department of Thailand Convention and Exhibition Bureau, we believe that all exhibition professionals hold potentials and powers within ready to be unleashed. Working in a close-knitted industry, we all can benefit from case studies and best practice share by peers the world over.

Such a platform as the Certified in Exhibition Management (CEM) is a perfect opportunity for both exhibition newcomers and veterans alike to learn, network, discover, and be inspired by meeting industry experts and peers from across the globe. Get ready to have your powers within unleashed and start creating powerful events that will make a difference and leave their marks for years to come.

LEARNING OBJECTIVES

Learn the concepts and elements in organizing exhibition and event.

Find out how your peers are dealing with similar issues you are facing.

Network and learn from industry experts who are forging new paths in exhibition and event management.

Discover how to apply what you learn to your organization to get bottom-line results.

Week 1: 19 – 22 Mar 2019

**DoubleTree by Hilton Hotel
Sukhumvit Bangkok**

&

Week 2: 19 – 23 Aug 2019

**Crowne Plaza Bangkok
Lumpini Park**

WHO SHOULD ATTEND

Project coordinators and (exhibition sales/project) managers

Experienced professional who have joined the exhibition and events industry

Executives who wish to enhance their understanding of exhibition and event management



ABOUT MICE CAPABILITIES

The MICE Capabilities Development is determined to significantly strengthen Thailand's MICE industry through content and knowledge management, and networking. The overall goal is to generate well-trained professionals who are capable of delivering international standards of service while exuding traditional Thai warmth and friendliness. This innovative program will inspire a new generation of students to pursue a rewarding career in Thailand's rapidly expanding MICE industry, while encouraging industry professionals to enhance their management skills.

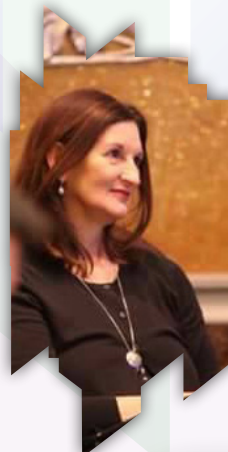
SCHEDULE AT A GLANCE

DATE	COURSE	SPEAKER
19-Mar-2019	Event Operations	Dan Cole
20-Mar-2019	Security, Risk and Crisis Management	Kerry Painter
21-Mar-2019	Facilities and Site Selection	Erika Welling
22-Mar-2019	Finance, Budgeting and Contracts	Ryan Lovell
19-Aug-2019	Event Marketing	Cookie Walner
20-Aug-2019	Exhibition and Event Sales	Antonio Brito
21-Aug-2019	Strategic Planning and Management	Pati Beaulieu
22-Aug-2019	Floor Plan Development	Josie Caldwell
23-Aug-2019	Selecting Service Contractors	Necoya Tyson



CEM DAILY AGENDA

TIME	AGENDA
7:30 am – 8:30am	Course check-in
8:30 am – 10:15am	Program
10:15 am – 10:30am	Break
10:30 am – 12:00pm	Program
12:00 pm – 1:30pm	Lunch
1:30 pm – 2:30pm	Program
2:30 pm – 2:45pm	Break
2:45 pm – 3:30pm	Program
3:30 pm – 4:00pm	Self-study for exam
4:00 pm – 5:00pm	Exam



ABOUT IAAE AND CEM



The Certified in Exhibition Management (CEM) designation was created in 1975 by the IAAE to provide a professional designation for individuals in the exhibitions and events industry. To earn the designation, participants must complete a nine-part program within three years. Recertification is required every three years after the initial program is completed to maintain the certification.

The CEM designation was formed to raise professional standards and is recognized throughout the industry as the premier mark of professional achievement.

*Upon completion of each CEM module, participants are awarded 6 Continuous Education (CE) clock hours, or 0.6 Continuous Education Units (CEUs). This can be used in the Certified Meeting Professional (CMP) application process.



BECOME A CEM

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. The CEM curricula, a dependable source of specific knowledge for all individuals, emphasizes direct application to daily challenges and can be tailored to the individual needs and interests of participants. Because of the emphasis on practical knowledge, the CEM Professional Designation Learning Program is first, an educational program, and second, a certification program. The availability of online and face-to-face courses help to meet the needs, individual preferences and time commitments of CEM participants.

PREPARATION FOR BECOMING A CEM

CEM candidates are required to have at least three years of full-time experience as a practitioner in exhibition and/or event management prior to beginning the CEM Learning Program. To earn the designation, participants must complete nine of 12 courses and pass the corresponding exams within three years of beginning the program. Participants are encouraged to choose their courses based on their needs and interests. There are no mandatory courses. The three-year time frame begins at the time the first exam is passed.

FACULTY BIOGRAPHY



Dan Cole, CEM

Executive Vice President of
Sales and Development,
International Spy Museum

Event Operations

With more than 30 years of professional sales and leadership experience, Dan Cole is the International Spy Museum's Executive Vice President of Sales and Development overseeing Event and Group Sales as well as Corporate Fundraising.

Dan most recently served as Senior Vice President, Trade Shows and Exhibits for Hargrove. Prior to Hargrove, he was Vice President of Business Development for the International Consumer Electronics Show (CES) and the organization which produces it — the Consumer Technologies Association.

In 1992, after a 5-year tenure in sales at Lanier Worldwide, Dan began his career in the trade show industry as a national accounts manager for National Trade Productions, progressing there to sales director. He then went on to hold a number of important executive positions at companies such as Advanstar and Yellowbrix.

Dan has won numerous sales and leadership awards including IAEE's most outstanding sales and marketing executive, the International Business Awards' most outstanding sales executive, and was recognized by Dealerscope Magazine's "40 under 40."

Dan is a highly sought after writer, speaker and sales trainer.



Erika Welling, CEM

Founder, Blendz Events

Facilities and Site Selection

Erika Welling, has over 30 years of experience in the hospitality industry. Experienced as part of launch teams for exhibitions, attractions, and tours, she is founder of Blendz Events. Welling has provided resources and guidance to many during her wide range of experience in the past 20 years with operations and marketing for international general service contractors in the exhibition/event industry. Previous to the general services contracting world, Welling's experience included Regional and International Director for Themed Restaurants and Attractions, and Director for a prominent Las Vegas transportation and sightseeing company. Welling has served 16 years on the board of Las Vegas Hospitality Association (LVHA) in all positions including presently as Treasurer. Welling also serves on the board of SWIAEE, CEM faculty, IAEE membership engagement committee, and throughout her career has been on the boards of tourism, professional education, and philanthropic associations.



Kerry Painter, CFE, CEM, CMP

General Manager,
Raleigh Convention Center

Security, Risk and Crisis Management

Kerry Painter, CVE, CEM, CMP, is the General Manager of the Raleigh Convention Center, Duke Energy Center for the Performing Arts Center and Walnut Creek/ Red Hat Amphitheaters. Previously, Kerry was the Assistant General Manager at Cox Business Center in Tulsa OK, and President/General Manager of the Niagara Convention Center in Niagara Falls Canada. She has extensive experience constructing and managing successful facilities in both United States and Canada. Kerry is a member of the International Association of Venue Managers, International Association of exhibitions and Events and is a published author of articles in the IAVM Facility Manager Magazine. She was awarded the Women of Influence Award from Venues Today Magazine 2015. Teaching internationally is one of Kerry's favorite experiences.



Ryan Lovell, CEM

Account Manager, GES

Finance, Budgeting and Contracts

Ryan Lovell, CEM is a trade show veteran with more than 25 years in the industry. Encompassing a wide scope of experience from custom displays, I&D, and graphics, to exhibition management, design, fabrication, and logistics, Ryan has learned from myriad disciplines. He graduated from the University of Texas at Austin with a degree in Spanish and Business. Currently an Account Manager at GES, Ryan works directly with show planners and organizers to create engaging and impactful events, conferences and trade shows nationwide.

FACULTY BIOGRAPHY



**Cookie Walner, CMP,
CMM, CAE, CEM, HMCC**

Global Project Manager,
ConferenceDirect

Event Marketing

Cookie Walner, CMP, CMM, CAE, CEM, HMCC is the Global Project Manager at ConferenceDirect. Her professional career includes association and corporate experience orchestrating international and domestic meetings and events and international tradeshow of 10-16,000 attendees. Cookie has 20+ years experience in the industry. Thrown into exhibits after a long career in meetings and events, she focused on learning best practices from IAEE. Cookie received her CEM in 2013 and became part of the CEM Faculty in 2014. She also served as the 2018 CEM Commission Chairperson.



**Antonio Brito,
CEM, CMP**

CEO of Neuevents, Organizacao
de Feiras e Eventos, Lda

Exhibition and
Event Sales

Antonio Manuel Brito, born in Portugal, started his activity in the trade show industry almost 25 years ago. He directed and organized more than 50 trade shows throughout his career. Recognized internationally, Antonio currently develops activities as an International Consultant in Management and Marketing of Exhibitions and Events with several companies engaged in the organization and/or participation in fairs and events. Antonio won the IAEE Chairman Award in 2010. He is currently the only European trainer accredited by IAEE as CEM Faculty and has taught several courses contributing to CEM Certification of several professionals around the world.



**Patricia Beaulieu,
CEM, CMP**

Director of Client Solutions,
Freeman

Strategic Planning and
Management

Pati has been active in the Exposition Industry for over 30 years and has been a member of IAEE since 1984. She was initially certified as CEM in 1990 and received her CMP in 1992. She served as Chairman of IAEE's Florida Chapter 2004-2006 and was inducted into IAEE's Platinum Circle in December, 2008. She served as part of the CEM commission, 2009-2011. Pati began her career with the Society of Petroleum Engineers and spent 12 years working in the Exhibits and Meeting Department. She worked in Convention Services for Hyatt, and served as Director of Tradeshow for DMC Expositions, The Dallas Market Center and Ullo Expositions. She worked for GES as Director of Account Management, Cygnus Expositions as Show Manager and currently works for Freeman as Director of Client Solutions in Orlando.



**Josephine Zamolyi
Caldwell, CEM**

National Sales Manager, GES

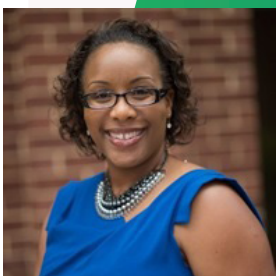
Floor Plan Development

Since earning her degree at The American University, Josie Z. Caldwell, CEM, has been involved in the meetings and events industry. She currently is a National Sales Manager with GES, where she has worked for the past 29 years. Her expertise is in sales of National business in the Meetings and Events industry. Prior to that, she spent time in Hotel sales and association management for five years.

She supports the sales team to provide customer solutions and pricing that create value for clients. She coordinates with the operational arm to deliver the personal and unique aspects of each show that GES executes and ensures our clients' events reach their full potential.

Josie will ensure that her team is aware of any new products and services that GES has to offer and informs her clients. Josie has sold custom-designed rental exhibits. She works on large shows as well as medium/small shows. She currently focuses on National rotating business as well as annual local accounts. Josie will do what it takes to make a show a success. Once meeting Josie in person, clients know that she cares and is a true team partner.

She has embraced the industry and enjoys sharing her knowledge with her industry family.



**Necoya Tyson,
CEM, CGMP**
Director of Meetings &
Conventions, American Traffic
Safety Services Association (ATSSA)

Selecting Service
Contractors

Necoya Tyson, CEM, CGMP is the Director of Meetings & Conventions for the American Traffic Safety Services Association (ATSSA) where she manages the production & execution of the ATSSA Annual Convention & Traffic Expo, chapter How-To meetings and the associations Mid-Year meeting & activities. Prior to joining the ATSSA team, Ms. Tyson worked for National Trade Productions, Inc. as the Director of Operations & Conferences where she led the exhibit operations & logistics and sponsorship fulfillment for several domestic events.

She is a graduate of Shaw University, in Raleigh, North Carolina with a B.A. in Mass Communications. She became a Certified Government Meeting Professional (CGMP) in June 2012. She obtained her CEM in September 2016.

JOIN THE GLOBAL CEM NETWORK

The CEM Professional Designation Learning Program is a global designation offered in the United States, Brazil, Canada, China, Dubai, Korea, Mexico, Portugal, Singapore, Spain, Taiwan and Thailand. More than 2,400 active CEMs around the world make up the CEM Network which serves as a new channel for communication, ideas, thought leadership, industry recognition and promotion. Designees use the CEM logo on business cards, resumes, social networks, websites and other forms of collateral to reinforce expertise. Hiring managers can be confident that applicants carrying the CEM designation are knowledgeable and skilled in exhibition management.



Congratulations to the Certified CEM Members in Southeast Asia below:

Indonesia

Vidia Hartono, CEM 2017
Farah Karimah, CEM 2017

Malaysia

Kui Chiew Bong, CEM 2018
Charlene Bong, CEM 2017
Esther Ooi, CEM 2017
Masitah Samat, CEM 2017
Hoo Kiam Wei, CEM 2017
Norafizah Abd Rahman, CEM 2016
Swee Foo Ho, CEM 2016

Myanmar

Htar Nu Wai, CEM 2017
Khaing Nwe Thein, CEM 2017
Ngu Myat Thwe, CEM 2017

Singapore

Sutasinee Lake, CEM 2016

Thailand

Patra Atcharaniwat, CEM 2018
Chakkarin Aungpratip, CEM 2018
Preeda Chaiya, CEM 2018
Kanisara Chariyakornkul, CEM, CIS 2018
Kraiwee Chitsakdanon, CEM 2018
Niyom Ingkhasurawat, CEM 2018
Watchara Kongphalanon, CEM 2018
Siriphin Limsirisotornphat, CEM 2018
Kedsarin Maipa, CEM 2018
Chunya Nuchkong, CEM 2018
Kwanchanok Otton, CEM 2018
Kulsinee Phetchvaroon, CEM 2018
Suranart Phiphadkusolkul, CEM 2018
Kamonluk Phophan, CEM 2018
Waraporn Phothikudsai, CEM 2018
Pornwilai Pumira, CEM 2018
Ingkwan Ratchusiri, CEM 2018

Amornrat Saengsasithorn, CEM, CIS 2018

Furkorn Samaae, CEM 2018
Chiranya Sangsan, CEM 2018
Warayut Singnoo, CEM 2018
Netnipa Sinjanakorn, CEM 2018
Kanwarun Somthane, CEM, CIS 2018
Pichamon Suebsak, CEM, CIS 2018
Nantawalai Suttisornyotin, CEM 2018
Chunhapong Taechakumtornkij, CEM 2018
Arisara Thanuplang, CEM 2018
Wai Tak To, CEM, CMP 2018
Vorlaphong Vorlakajit, CEM 2018
Thanawan Watcharapantee, CEM, CIS 2018
Sirinan Wattanawit, CEM 2018
Jirawan Wongdokmai, CEM 2018
Chachaya Yodsuwan, CEM 2018
Vimon Ake -Chaktra, CEM 2017
Paweenar Aphaisawat, CEM 2017
Apiradee Arworn, CEM 2017
Panadda Atthakowit, CEM 2017
Danupol Aumbhitaya, CEM 2017
Itthichai Balakanich, CEM 2017
Panvisut Buranakarn, CEM 2017
Benjenop Buranasiri, CEM, CIS 2017
Thirachaya Chaigase, CEM, CIS 2017
Nathinee Chamchan, CEM, CIS 2017
Pimpika Chawalit, CEM 2017
Peerapat Chitsakdanon, CEM 2017
Phanuphan Chitsakdanon, CEM 2017
Nattinee Chuansanit, CEM 2017
Nida Chunhacharti, CEM 2017
Pongsiri Daoruang, CEM 2017
Oraphan Grihananana, CEM 2017
Rathiarat Kheawmesuan, CEM 2017
Kesinee Lawonk, CEM 2017
Teerayuth Leelakajornkij, CEM 2017
Areerat Montreepreechachai, CEM, CIS 2017
Narasak Muangkaew, CEM 2017
Supaman Munka, CEM 2017

Athitaya Pathan, CEM 2017
Nutteera Phakdeephirot, CEM 2017
Saowatarn Samanit, CEM 2017
Bundit Sawunyavisuth, CEM 2017
Sirinapa Sikarinporn, CEM 2017
Waraporn Sorpnrom, CEM 2017
Chadaporn Srihacha, CEM 2017
Ammara Sringam, CEM 2017
Wisitmon Srinilta, CEM 2017
Sarinee Tanguthaisuk, CEM, CIS 2017
Siriporn Tarnvudhikul, CEM 2017
Wiparat Tharateerapab, CEM 2017
Suratsa Thongmee, CEM 2017
Saranya Thongsing, CEM 2017
Thepphawan Tiamthaisong, CEM 2017
Amporn Tirapadungpong, CEM, CMP 2017
Kotchason Tocharoentanapol, CEM 2017
Kulwadee Trakampoosub, CEM 2017
Supasak Tulalamba, CEM 2017
Katewadee Watanakumpont, CEM 2017
Prateep Wetprasit, CEM 2017
Yunfei Wu, CEM 2017
Pantakamol Amatayakul, CEM 2016
Suwapit Aujanasarun, CEM 2016
Kanyanart Boonprasit, CEM 2016
Punnawit Chai -Udom, CEM 2016
Takerngsak Chaiyakarn, CEM 2016
Thanyaluck Chantarattim, CEM 2016
Naphawan Jane Chantradoan, CEM 2016
Nattapol Charoen, CEM 2016
Chanida Chengpee, CEM 2016
Toranee Chiochan, CEM 2016
Kanokporn Damrongkul, CEM 2016
Lili Geng, CEM 2016
Woraporn Homanek, CEM 2016
Sujinda Iam -opart, CEM 2016
Kritsana Janyasakulwong, CEM, CMP, CIS 2016
Kaedsiri Jaroenwisuan, CEM, CIS 2016
Chompunuch Jittithavorn, CEM 2016

Donruetai Kovathanakul, CEM, CIS 2016
Patthareeya Lakpetch, CEM, CIS 2016
Vuttapong Larpcharoen, CEM 2016
Xi Liu, CEM 2016
Patcharaporn Mahasuweerachai, CEM 2016
Pailin Munwichachai, CEM 2016
Natthakan Na Phairee, CEM 2016
Nuanrumpa Ngambanhar, CEM, CMP, CIS 2016
Patumwadee Oyyapat, CEM 2016
Anucha Parnpichate, CEM 2016
Jinnapas Pathumporn, CEM 2016
Duangkamol Permpalitapol, CEM 2016
Joomphol Phongnailert, CEM 2016
Pairach Piboonrungraj, CEM, CMP, CIS 2016
Suttinee Poonphiphattana, CEM 2016
Bongkosh Rittichainuwat, CEM 2016
Premporn Saisaengchan, CEM 2016
Aoranich Saleewong, CEM 2016
Pimara Sangyu, CEM 2016
Nut Santayanon, CEM 2016
Pat Satkhum, CEM 2016
Tongrawee Silanoi, CEM 2016
Pattanachai Singhavara, CEM, CMP, CIS 2016
Jirachaya Siriwiwat, CEM, CIS 2016
Seven Smulders, CEM 2016
Jenasama Srihirun, CEM 2016
Supawat Sriyotha, CEM 2016
Salaroj Sutaschuto, CEM 2016
Jarawan Suwannasat, CEM 2016
Supawan Teerarat, CEM, CIS 2016
Chuta Tharachai, CEM, CMP, CIS 2016
Talun Theng, CEM 2016
Eakarin Vanitcharoen, CEM 2016
Alvin Wee, CEM 2016
Orachorn Wongpan-ngam, CEM, CIS 2016
Jarupa Yindeemoh, CEM 2016
Nichapa Yoswee, CEM 2016

As of 23 Jan 2019

Thailand, having earned a global recognition as a preferred tourism destination, is always looking ahead. Placing MICE industry as a national agenda, Thailand aims for another height, transforming itself into major MICE hub of Asia. It now becomes the first country in Asia in launching MICE curriculum to universities with the ultimate goal to elevate standards and professionalism of MICE personnel. Service quality and standards of Thailand is not only globally recognized but also dynamic at international level. Thailand began to promote Green Meetings among MICE operators in 2009, having earned Bangkok a leader in Green Meetings in Asia. It is now moving up the ladder, becoming the first in Asia in introducing Event sustainability Management Systems to the industry. Quality, standard and professionalism are now the key and the core of Thailand's MICE industry, apart from its world-class infrastructure, value for money, countless business opportunities and myriad of destinations.

WHY? THAILAND!

DoubleTree by Hilton Sukhumvit Bangkok (CEM Week 1)

Located in the center of Sukhumvit's buzzing shopping and nightlife districts, DoubleTree by Hilton Sukhumvit Bangkok is just a five-minute walk from the Phrom Phong Skytrain station, providing guests with easy access across Bangkok.

Explore the hotel's surrounding neighborhood for an endless choice of shopping, dining and nightlife. Walk to the BTS Skytrain station and stay on the Sukhumvit line to travel directly to shopping must-stops like Terminal 21, MBK Centre, Siam Paragon and the Jatuchak weekend market. Visit the popular EM District which includes Emporium and the new EmQuartier leisure and shopping complex, or walk through the lush Benjasiri Park.



Crowne Plaza Bangkok Lumpini Park (CEM Week 2)

is strategically located in the heart of the business and entertainment district, connecting you to what matters most. Steps away from the Sala Daeng BTS SkyTrain station and Silom MRT station, the hotel is where comfort and convenience intersect.

With an array of delectable dining options and a range of modern, flexible meeting venues, our hotel is the preferred destination for corporate events and tailored banquets.

Crowne Plaza Bangkok Lumpini Park is perfectly placed to do business, while cultural attractions and shopping complexes are within easy reach, making it easy to find time for sightseeing and entertainment, making the most of your Bangkok business trip.



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DoubleTree by Hilton Hotel

Sukhumvit Bangkok

&

Week 2: 19 – 23 Aug 2019

Crowne Plaza Bangkok

Lumpini Park

REGISTRATION FORM

First Name: ☐ Mr. ☐ Mrs. ☐ Miss	Member of ☐ TICA ☐ TEA ☐ EMA ☐ THA ☐ OTHERS
Family 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 1/2019

☐ CEM Week 2/2019

☐ CEM Week 1&2/2019

Single Module

CEM Week 1/2019 (19-22 Mar 2019)

☐ Module 1 – Event Operations (19 Mar)

☐ Module 2 – Security, Risk and Crisis Management (20 Mar)

☐ Module 3 – Facilities and Site Selection (21 Mar)

☐ Module 4 – Finance, Budgeting and Contracts (22 Mar)

CEM Week 2/2019 (19-23 Aug 2019)

☐ Module 5 – Event Marketing (19 Aug)

☐ Module 6 – Exhibition and Event Sales (20 Aug)

☐ Module 7 – Strategic Planning and Management (21 Aug)

☐ Module 8 – Floor Plan Development (22 Aug)

☐ Module 9 – Selecting Service Contractors (23 Aug)

Rate (Baht/Person)	Early Bird Rate (Expires 31 May 2019) (Inclusive of VAT)	Regular Rate (After 31 May 2019) (Inclusive of VAT)
Member Rate		
• Single Module	☐ 10,000 Baht	☐ 12,000 Baht
• CEM Week 1/2019 or 2/2019	☐ 15,000 Baht	☐ 18,000 Baht
• CEM Week 1&2/2019	☐ 25,000 Baht	
Non Member Rate		
• Single Module	☐ 10,000 Baht	☐ 12,000 Baht
• CEM Week 1/2019 or 2/2019	☐ 45,000 Baht	☐ 54,000 Baht
• CEM Week 1&2/2019	☐ 2,000 Baht	

Payment – Bank transfer

Account Name: MICE CAPABILITIES DEVELOPMENT

Account No.: 038-438984-1

Bank Name: SIAM COMMERCIAL BANK PUBLIC COMPANY LIMITED

Branch Name: Siam Square Branch

Bank Address: 222/1-7 Rama 1 Road, Wangmai, Patumwan Bangkok 10330, Thailand

Swift Code: SICOTHBK

Please send a copy of the original bank transfer – payable to the mentioned account number together with this registration form by fax to: (+66) 2 658 1412 or email to: nuanrumpa_n@tceb.or.th

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

For more information or registration,
Please contact **Nuanrumpa Ngambanarn**
a t + 662 694 6000 ext. 6082
email: nuanrumpa_n@tceb.or.th