

6-10 FEB &
21-25 AUG 2017

AMARI WATERGATE
BANGKOK • THAILAND

Certified in
Exhibition
Management

CEM

made possible by a
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FREEMAN



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 shared 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.

Program by:



Hosted & Organised by:



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

MICE Capabilities

Development Department



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
6 FEB	Event Operations	Bruce Lemmon
7 FEB	Security, Risk and Crises Management	Catherine Mellett
8 FEB	Facilities and Site Selection	Jim Letchworth
9 FEB	Finance, Budgeting and Contracts	Michelle Monteferrante
10 FEB	Conference and Meeting Management	LeeAnn Norton

**CEM
#1**

As of 27 January 2017

**CEM
#2**

DATE	COURSE	SPEAKER
21 AUG	Event Marketing	Charlotte Pearson
22 AUG	Exhibition and Event Sales	B. Murphy
23 AUG	Strategic Planning and Management	Nancy Milani
24 AUG	Floor Plan Development	Julie Smith
25 AUG	Selecting Service Contractors	Donna Johnson

Remark: Schedule is subject to change without prior notice.

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

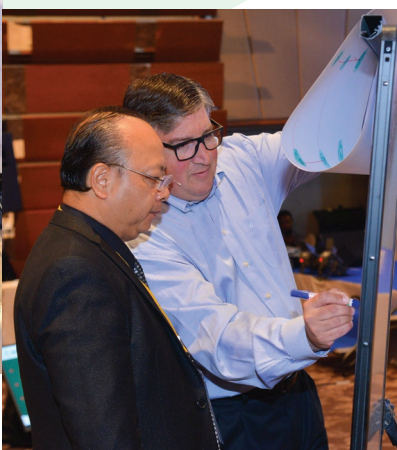




The Certified in Exhibition Management (CEM) designation was created in 1975 by the IAEE to provide a professional designation for individuals in the exhibitions and events industry. To earn the designation, participants must complete a nine-part program within three years. Recertification is required 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. New candidates must submit a CEM application and \$100 application fee to enroll in the program, which includes a copy of the supplemental publication, *The Art of the Show, An Introduction to Exhibition Management*. 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.



Bruce Lemmon, CEM
Owner, Global Events
Management LLC

Event Operations

Bruce Lemmon is founder and owner of GEM Global Events Management LLC, a consultancy which helps non-profit organizations expand successful programs and projects, with an emphasis on exhibition management and new conference and tradeshow development. As Head of the Office of International Development for the world's largest geoscience association (30,000 members in 116 countries), he established and coordinated new non-U.S.-based activities while continuing to oversee the international conference and exhibition management team. Bruce received his Certified in Exhibition Management designation from IAEE in 1993 and has served on several committees, including the CEM Commission. Bruce was a recipient of IAEE's Merit Award and is a current member of the CEM faculty who also teaches internationally.



Michelle Monteferrante, CEM
Regional Director of Business
Planning & Event Execution,
Freeman

Finance, Budgeting and
Contracts

Michelle Monteferrante received her B.S in Hospitality Management from the University of Nevada, Las Vegas. She began her career in the Hotel field with a position at the Sheraton Corporation as a Corporate Trainee. This started a ten plus year career in various hotel locations/companies around the United States in the Sales Management field. After the hotel phase of her career, she moved to back to Las Vegas to pursue a new direction in her career by working at the Sand Expo & Convention Center in Event Space Sales. One year later, this position spring boarded her into yet another phase of the hospitality industry, working within the tradeshow industry for Freeman in Sales.



Catherine Mellett, CEM
Senior Business
Development Manager,
Freeman

Security, Risk and
Crises Management

Catherine Mellett, CEM, is a Senior Business Development Manager for Freeman in Anaheim, CA. A member of the Freeman family since 1993, Catherine enjoys being involved in sales and continuing with the event process from beginning to end. There is nothing more satisfying than seeing her clients successful and happy, and for that reason, she encourages her clients to reach out to her for help on any aspect of their event.

Catherine has sold, produced and contributed to such events as the Biotechnology International Conference and the Republican National Convention.



LeeAnn Norton, CEM
Director Vendor Relations,
Professional Retail Store
Maintenance

Conference and Meeting
Management

LeeAnn Norton, CEM, joined PRSM (Professional Retail Store Maintenance Association) in 2014 as Director of Vendor Relations & Events and is responsible for overall management of the Facility Management shows in the US and Canada. With over 18 years in show management experience, she has served on various IAEE Committees, was appointed the Krakoff Leadership Representative on the IAEE Board of Directors, has been a speaker/panelist for IAEE, is a current CEM Faculty member, and has served on numerous industry advisory boards. Along with IAEE, other professional affiliations include ASAE, DFWAE, and MPI. She received her CEM in 2012 and graduated from the IAEE Krakoff Leadership Institute in 2013.



Jim Letchworth, CEM
Senior Sales Manager,
GES

Facilities and Site
Selection

Jim Letchworth, CEM, is a Senior Sales Manager with GES. He started his career in the trade show industry in 1991 working for a family owned general services contractor in the California market. During that time, he held various roles including exhibitor services, account management and sales leadership. In 2006, Jim made the move over to GES where he has enjoyed continued career growth. He is and has been very active with the International Association of Exhibition and Events (IAEE) for the past 18 years serving on the Southwest Chapter board of directors as well as the chapter Chairperson in 2007. Through IAEE, Jim has furthered his industry education as a graduate of the Krakoff Leadership Institute and the Sales Academy as well as achieving his CEM designation (Certified in Exhibition Management) in 2007.



Charlotte Pearson, CEM
Senior Business Development
Manager, Freeman

Event Marketing

Charlotte Pearson, CEM, joined Freeman in 2011 as Senior Business Development Manager in the Freeman Las Vegas branch. She is responsible for sales management, strategic sales planning, and pre/show site/post show support on over 30 tradeshows per year. Charlotte has been an active member of IAEE since 1992 and was the 2015 Chair of the CEM Commission. Charlotte also served on the IAEE Education Committee for several years and eventually chaired the committee. Charlotte is a CEM International Faculty member and teaches several times a year in the US as well as internationally in Taiwan, Thailand and Korea.



Julia W. Smith, CEM, CTA
Senior Vice President of
National Sales, Global
Experience Specialists (GES)

Floor Plan Development

Julia W. Smith, CEM, CTA, is the 2016 chairperson of the board for the International Association of Exhibitions and Events (IAEE). Smith has been employed by Global Experience Specialists (GES) since 1989, and is currently senior vice president, national sales, based in Southern California. Prior to GES, she spent time as a show organizer for an association and a show management firm in the Washington, DC area.

She has served on a variety of IAEE committees, and is past chair of IAEE Services, Inc., the IAEE Awards Committee, the CEM Appeals Committee and the SWIAEE board. She is president-elect of the Exhibition Services and Contractors Association (ESCA), and has served as a board member for Visit Anaheim. For nearly a decade, she was a board member of the Health and Pension Trusts for Local 831, the decorators union in Southern California.



B. Murphy, CEM
National Sales Manager,
Fern

Exhibition and Event Sales

B. Murphy, CEM is a member of the National Sales Group of Fern. He is based in Alexandria, Virginia and is easily accessible for associations' planning purposes. He has been involved with conventions, exhibits, and the meetings industry for over 20 years. B. is currently the Chair of the CEM Commission.



Donna Johnson, CTS, CMP, CEM
Director of Operations,
SAE INTERNATIONAL

Selecting Service
Contractors

Donna started her tradeshow career at Miller Freeman, Inc. in 1993 as project manager/director for various large scale events. Donna holds a bachelor's degree in communications from Ohio University in Athens, Ohio. Donna is a Certified Meeting Professional, Certified Technical Specialist and Certified Exhibits Manager. She also serves on the Visit Fort Worth Advisory Board, is director of marketing of the Capital Chapter of IAEE, serves as a faculty member with IAEE teaching CEM courses, and is a member of PCMA Capital Chapter in Washington, D.C.



Nancy Milani, CEM, CMP
Vice President, The Building
Show & Expositions Informa
Canada Inc.

Strategic Planning and
Management

Nancy Milani, CEM, CMP has produced and coordinated over 200 events in the past 25 years from a variety of charity fundraisers, to professional sporting and corporate events, conferences, trade and consumer shows. Nancy has served well on numerous boards and committees and currently is on her second term with the Board of Directors for the Canadian Association of Exhibition Management (CAEM). Presently she produces two consumer shows, two trade shows and conferences and oversees another 20 events annually. Nancy facilitates Certified in Exhibition Management (CEM) courses for IAEE in Canada, the United States and Asia and regularly lectures on sales, marketing and event management to various groups.

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 “1ST BATCH OF CEM FOR SOUTHEAST ASIA” CLASS OF 2016

Alvin Wee, CEM
BITEC Management

Anucha Parnpichate, CEM
VNU Exhibitions Asia Pacific

Aoranich Saleewong, CEM
Silpakorn University

Bongkosh Rittichainuwat Ngamsom, CEM
Siam University

Chanida Chengpee, CEM
Thailand Convention and Exhibition Bureau

Chompunuch Jittithavorn, CEM
Kasetsart University

Chuta Tharachai, CEM
Thailand Convention and Exhibition Bureau

Donruetai Kovathanakul, CEM
Khon Kaen University

Duangkamol Permpalitapol, CEM
N.C.C. Management & Development

Eakarin Vanitcharoen, CEM
Thailand Convention and Exhibition Bureau

Jarupa Yindeemoh, CEM
BITEC Management

Jaruwan Suwannasat, CEM
Thailand Convention and Exhibition Bureau

Jenasama Srihirun, CEM
Dusit Thani College

Jinnapas Pathumporn, CEM
Khon Kaen University

Jirachaya Siriwiwat, CEM
Royal Paragon Hall

Joomphol Phonngailert, CEM
Thailand Convention and Exhibition Bureau

Kaedsiri Jaroenwisani, CEM
Silpakorn University

Kanokporn Damrongkul, CEM
Thailand Convention and Exhibition Bureau

Kanyanart Boonprasit, CEM
Reed Tradex

Kritsana Janyasakulwong, CEM
Royal Paragon Hall

Lili Geng, CEM
Gat International

Naphawan Jane Chantrodoan, CEM
Stamford International University

Nattapol Charoen, CEM
N.C.C. Management & Development

Natthakan Na Phairee, CEM
Khon Kaen University

Nichapa Yoswee, CEM
Thailand Convention and Exhibition Bureau

Norafizah Abd Rahman, CEM
MAEPS Management Sdn Bhd

Nuanrumpa Ngambanarn, CEM
Thailand Convention and Exhibition Bureau

Nut Santayanan, CEM
N.C.C. Management & Development

Orachorn Wongpan-Ngam, CEM
Thailand Convention and Exhibition Bureau

Pailin Munwichachai, CEM
N.C.C. Management & Development

Pairach Pilboonrunroj, CEM
Chiang Mai University

Pantakamol Amatayakul, CEM
Royal Paragon Hall

Pat Satkhum, CEM
Thailand Convention and Exhibition Bureau

Patcharaporn Mahasuweerachai, CEM
Khon Kaen University

Pattanachai Singhavara, CEM
Thailand Convention and Exhibition Bureau

Patthareeya Lakpetch, CEM
National Institute of Development Administration (NIDA)

Patumwadee Oyyapat, CEM
Thailand Convention and Exhibition Bureau

Pimara Sangyu, CEM
Royal Paragon Hall

Premporn Saisaengchan, CEM
N.C.C. Management & Development

Punnawit Chai-Udom, CEM
Khon Kaen University

Salanroj Sutaschuto, CEM
Thailand Convention and Exhibition Bureau

Seven Smulders, CEM
Thailand Convention and Exhibition Bureau

Sujinda Iamopart, CEM
Thailand Convention and Exhibition Bureau

Supawan Teerarat, CEM
Thailand Convention and Exhibition Bureau
Supawat Sriyotha, CEM
Reed Tradex

Sutasinee Lake, CEM
Asian Agribusiness Media

Suttinee Poonphipattana, CEM
Royal Paragon Hall

Suwapit Aujanarasun, CEM
TTF International

Swee Foo Ho, CEM
Techno Expo Systems (M) S/B

Takerngsak Chaikarn, CEM
Thailand Convention and Exhibition Bureau

Talun Theng, CEM
Royal Paragon Hall

Thanyaluck Chantarattim, CEM
Thailand Convention and Exhibition Bureau

Tongrawee Silanoi, CEM
Khon Kaen University

Toranee Chiochan, CEM
Sun Expo Service

Vuttapong Larpcharoen, CEM
Khon Kaen University

Woraporn Hom-anek, CEM
Dusit Thani College

Xi Liu, CEM
C.C.T Express

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 a 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?

HOTEL ACCOMMODATION

Amari Watergate Bangkok:

Be it for business or pleasure, the Amari Watergate Bangkok is conveniently located close to all of Bangkok's main shopping areas, as well as being at the very heart of the main business district. The malls of Central World, Gaysorn Plaza and Siam Paragon, plus the fashion markets of Pratunam, are all easily accessible, only a short stroll from the hotel. Access to the two main airport expressways is also unrivalled, enabling guests to make rapid journey to and from both city airports.



TRANSPORTATION

Suvarnabhumi International Airport is a grand vision of modern air travel, with its sophisticated design and facilities. This gateway to the cosmopolitan heart of Bangkok is situated approximately 36 kilometers east of downtown, on an 8,000 acre (32 km²) plot of land.

Suvarnabhumi is the sixth busiest airport in Asia, and the busiest in the country, having handled 47.9 million passengers in 2011, and is also a major air cargo hub, with a total of 96 airlines. The airport also has a rail link system that can get you to/from the city centre in 15 minutes, so transferring to downtown or the industrial hub of Thailand's Eastern Seaboard is both easy and convenient.



6-10 FEB &
21-25 AUG 2017

AMARI WATERGATE
BANGKOK • THAILAND

REGISTRATION FORM

First Name: <input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Miss	Member of <input type="checkbox"/> TICA <input type="checkbox"/> TEA <input type="checkbox"/> EMA <input type="checkbox"/> MICE 101
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 1/2017

☐ CEM Week 2/2017

☐ CEM Week 1&2/2017

Single Module

CEM Week 1/2017 (6-10 Feb 2017)

☐ Module 1 – Event Operations (6 Feb)

☐ Module 2 – Security, Risk and Crisis Management (7 Feb)

☐ Module 3 – Facilities and Site Selection (8 Feb)

☐ Module 4 – Finance, Budgeting & Contracts (9 Feb)

☐ Module 5 – Conference and Meeting Management (10 Feb)

CEM Week 2/2017 (21-25 Aug 2017)

☐ Module 6 – Event Marketing (21 Aug)

☐ Module 7 – Exhibition and Event Sales Fundamentals(22 Aug)

☐ Module 8 – Strategic Planning and Management(23 Aug)

☐ Module 9 – Floor Plan Development (24 Aug)

☐ Module 10 – Selecting Service Contractors (25 Aug)

Rate (Baht/Person)	Early bird rate (Expires 31 May 2017)	Regular Rate (After 1 Jun 2017)
Member Rate <ul style="list-style-type: none"> Single Module CEM Week 1/2017 or 2/2017 CEM Week 1&2/2017 	<input type="checkbox"/> 10,000 Baht <input type="checkbox"/> 15,000 Baht <input type="checkbox"/> 25,000 Baht	<input type="checkbox"/> 12,000 Baht <input type="checkbox"/> 18,000 Baht
Non Member Rate <ul style="list-style-type: none"> Single Module CEM Week 1/2017 or 2/2017 CEM Week 1&2/2017 	<input type="checkbox"/> 10,000 Baht <input type="checkbox"/> 45,000 Baht <input type="checkbox"/> 72,000 Baht	<input type="checkbox"/> 12,000 Baht <input type="checkbox"/> 54,000 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: danupol_a@tceb.or.th

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

Program by:



Hosted & Organised by:



For more information or registration,
please contact Danupol at +662 694 6000 ext. 6138
email: danupol_a@tceb.or.th