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MEEC industry principles, practices, operations and management. Emphasis will be placed on both the supply and demand components of MEEC. Course Objectives: The course objectives are: • To gain a greater understanding of the strategic event planning process. • To understand the financial and contract management implications related to executing a meeting, convention and event.

# **Professional Convention Management Association (2006**

meeting, convention, exhibition, and event industry. The qualifications for certification are based on professional experience, education, and a rigorous exam. The CMP exam was developed and is maintained by meeting professionals from all over the world who volunteer their time to ensure that the program reflects current best practices in the meeting management field.

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