



Insights
for Better
Events.



The
Industry
Voice.



Your
Trusted
Community.





The screenshot shows the top navigation bar with the iaee logo and tagline 'INTERNATIONAL ASSOCIATION OF EXHIBITIONS & EVENTS Exhibitions & Events Mean Business'. Navigation links include 'About', 'Our Voice', 'Learning', 'Community', 'Events', and 'Membership'. A 'MEMBER LOGIN' button is also present. Below the navigation is a hero section with the headline 'Success Starts Here.' and a 'Join Today' call to action box stating 'Join with more than 12,000+ industry professionals who support and conduct exhibitions globally.' with a 'TAKE THE FIRST STEP' button. A large image of a crowded exhibition hall is shown with the text 'Your Trusted Community.' overlaid. Below this is a 'NEWS' section with a link to 'Six Leading Industry Organizations Unite to Form Exhibitions Industry Collective'. Three featured content cards are displayed: 'CEM Learning Program' with an 'EXPLORE' button, 'iaee expo! annual meeting & exhibition 2024' (16-19 December 2024, Los Angeles, CA USA) with a 'REGISTER' button, and 'IAEE Webinars' with 'Live webinars and on-demand resources' and a 'LEARN' button.


The banner features the iaee logo and tagline on the left. On the right, it says 'iaee webinars' in a stylized font. The background is decorated with colorful icons representing various aspects of business and technology, such as a lightbulb, a gear, a person, and a bar chart.

certified in exhibition management

cem™

powered by iaee

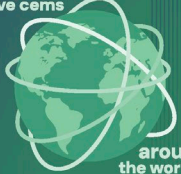
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cem certification program 

3,700+
active cems

game-changer
[geym-cheyn-jer]
noun

a person or thing that dramatically changes the course, strategy, character, etc., of something:
Hiring CEMs has been a game changer for running our trade show efficiently.

 around the world

What Types of Companies do CEMs work for?

27.5%	Professional Association
23%	For Profit
16.3%	Trade Association
14.6%	Consumer Show
10.1%	Supplier/Vendor
5.6%	General Service Contractor
1.7%	Venue/Convention Center
	Other


"...a resource that...helps to set me apart from others in the industry"

"...the CEM program gave me a wealth of knowledge and lifelong relationships"

"...having the letters "CEM" behind my name is a source of pride and achievement"

The CEM Blueprint
Event Marketing, Event Operations, Neuroscience of Exhibitions & Events, Exhibition & Event Sales, Facilities & Site Selection, Exhibitor Relations, Floor Plan Development, Housing & Registration, Management Finance, Budgeting & Contracts, Strategic Planning & Management, Security, Risk & Crisis Management, Selecting Service Contractors, Conference & Meeting Management

Experience the CEM Difference
Certified in Exhibition Management™ (CEM) is the premier global designation for exhibition industry professionals.

 certified in exhibition management
powered by iaee

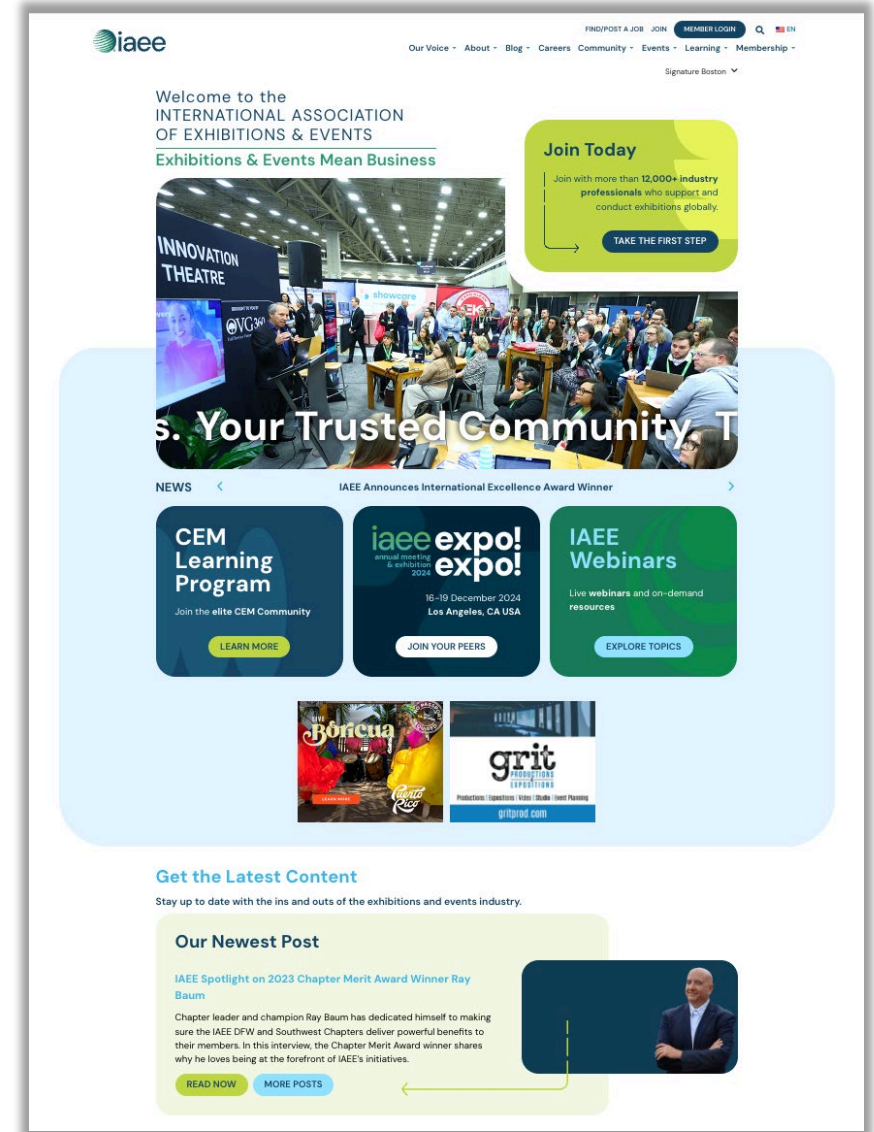
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cem learning program is an **education program 1st** and a **designation program 2nd** iaee.com/cem



Branding Lessons (armchair quarterback time!)

1. Need more time. And then some more time after that.
2. The post launch is more stressful than the pre-launch. 🤪 🌟
3. UX (internal and external) plays the biggest role in design.



Case Study – What's a Marketer To Do?

The challenge.

- Loud negative voices
- Dates close to holidays
- Location
- Managing exhibitor expectations

iaee expo!
annual meeting
& exhibition
2024

los angeles, ca
16-19 december 2024

Case Study – What's a Marketer To Do?

The solutions.

- Personal outreach to stop negativity – find out why
- Influencer marketing
- New audiences
- New exhibitor marketing tactics.

iaee expo!
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2024 **expo!**

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