BLACKBIRD FOR TRAINING

Certified Meetings Professional (CMP) Comprehensive Training

8 – 12 March 2027
Lyon (France)



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Ref: 322434_198846 **Date:** 8 – 12 March 2027 **Location:** Lyon (France) **Fees:** 5200 GBP

Why This Course

Professional meeting and event management requires strategic thinking, strong planning skills, financial control, stakeholder coordination, risk awareness, and the ability to deliver high-quality experiences from concept to evaluation. For professionals pursuing the Certified Meetings Professional qualification, a clear understanding of the CMP-International Standards is essential for both exam readiness and practical career growth.

This intensive 1-week Certified Meetings Professional Preparation Training program is designed to help participants build comprehensive knowledge across the nine CMP domains. The course covers strategic planning, meeting design, site management, budgeting, risk management, marketing, communication, human resources, leadership, and exam preparation. Through case studies, simulations, practical exercises, and targeted review sessions, participants will strengthen their meeting management expertise and improve their confidence for the CMP exam.

What You'll Learn and Practice

By joining this program, you will:

- Understand the CMP certification structure and exam expectations.
- Master the nine domains of the CMP-International Standards.
- Apply strategic planning methods for meetings and events.
- Conduct needs assessments and define clear event goals.
- Identify, analyze, and manage key stakeholders.
- Apply meeting and event design principles.
- Select and manage sites, venues, contracts, and negotiations.
- Plan logistics, operations, and service delivery.
- Develop event budgets and financial plans.
- Apply risk assessment, mitigation, insurance, and liability management techniques.
- Use marketing, branding, communication, and social media strategies.
- Strengthen leadership, team management, and human resource practices.
- Prepare for the CMP exam using focused study and practice strategies.



The Program Flow

Day 1: Introduction and Strategic Event Planning

- Understand the CMP certification process and exam structure.
- Explore the nine CMP domains and their professional relevance.
- Apply strategic planning principles for meetings and events.
- Conduct needs assessments and define event goals.
- Identify stakeholders and develop effective stakeholder management approaches.

Day 2: Event Design and Site Management

- Apply meeting and event design principles to create meaningful attendee experiences.
- Evaluate site selection criteria based on event objectives and audience needs.
- Manage venue contracts, negotiations, and service agreements.
- Coordinate logistics, operations, facilities, and event flow.
- Address practical site management challenges through case-based scenarios.

Day 3: Financial and Risk Management

- Develop event budgets and financial planning structures.
- Apply cost control and resource allocation techniques.
- Conduct risk assessments for meetings and events.
- Develop mitigation strategies and contingency plans.
- Understand legal, ethical, insurance, and liability considerations.

Day 4: Marketing and Communication

- Develop marketing strategies for meetings and events.
- Apply branding and promotion techniques to increase visibility and engagement.
- Create communication plans for stakeholders, attendees, sponsors, and partners.
- Use technology and social media to support event promotion and communication.
- Strengthen messaging consistency before, during, and after the event.

Day 5: Human Resources and Exam Preparation

- Understand human resource management in the events industry.
- Apply leadership and team management practices for event delivery.
- Review key CMP domains and important exam focus areas.
- Practice CMP-style questions and exam-taking techniques.
- Complete a mock exam activity with guided feedback and preparation tips.



Individual Impact

- Build a comprehensive understanding of the CMP domains.
- Improve confidence in strategic meeting and event planning.
- Strengthen budgeting, risk management, communication, and leadership skills.
- Gain practical experience through case studies, simulations, and exam practice.
- Increase readiness to pursue the CMP certification with a clearer study approach.

Work Impact

- Improve the quality and professionalism of meeting and event planning.
- Strengthen stakeholder coordination, communication, and attendee experience.
- Support better budgeting, financial control, and resource allocation.
- Reduce event risks through stronger planning and mitigation practices.
- Enhance organizational event performance through standards-based practices.

Training Methodology

This program combines CMP-focused learning with practical event management application through:

- Instructor-led sessions covering CMP domains and exam requirements.
- Strategic planning and stakeholder management exercises.
- Site selection, logistics, and contract negotiation case studies.
- Budgeting, risk management, and contingency planning workshops.
- Marketing, communication, and branding activities.
- CMP practice questions, simulations, and mock exam review.

Beyond the Course

Upon completion, participants will be able to:

- Understand and apply the nine CMP-International Standards domains.
- Plan and manage meetings and events with stronger strategic structure.
- Develop budgets, risk plans, communication plans, and stakeholder strategies.
- Apply professional standards to improve meeting and event execution.
- Approach the CMP exam with greater confidence and preparation.
- Strengthen their professional expertise in the meetings and events industry.

