Certified in Exhibition Management (CEM) Training Course

6 – 10 September 2027
Lisbon (Portugal)



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Why This Course

Exhibition management requires a strong mix of strategic planning, marketing, sales, operations, logistics, financial control, stakeholder coordination, and on-site execution. Successful exhibitions and trade shows depend on the ability to attract exhibitors and attendees, manage venues and suppliers, ensure safety and security, generate revenue, and deliver a professional experience for all participants.

This comprehensive 1-week Certified in Exhibition Management Preparation Training program equips professionals with the knowledge and practical skills needed to succeed in the exhibition industry. The course covers exhibition strategy, stakeholder management, venue planning, marketing, exhibitor and attendee acquisition, sponsorship, operations, safety, budgeting, technology, analytics, sustainability, risk management, and CEM exam preparation. Through practical exercises, case studies, and certification-focused review, participants will learn how to plan, manage, and improve exhibitions with confidence.

What You'll Learn and Practice

By joining this program, you will:

- Understand the structure, trends, and dynamics of the exhibition industry.
- Develop strategic plans for exhibitions and trade shows.
- Manage stakeholders, exhibitors, sponsors, partners, suppliers, and attendees.
- Select suitable venues and manage site requirements effectively.
- Apply exhibition marketing and sales techniques.
- Develop strategies for exhibitor and attendee acquisition.
- Build sponsorship and partnership opportunities.
- Use digital marketing to increase exhibition visibility and engagement.
- Manage event operations, logistics, safety, and security protocols.
- Coordinate vendors, suppliers, on-site teams, and service providers.
- Apply budgeting, financial planning, and revenue generation strategies.
- Use technology, data analytics, and reporting to improve exhibition performance.
- Apply risk management, crisis preparedness, sustainability, and innovation practices.
- Prepare for the CEM exam through structured review and practical application.



The Program Flow

Day 1: Introduction to Exhibition Management

- Understand the exhibition industry and its key stakeholders.
- Explore the principles of exhibition planning and strategy.
- Define exhibition goals, audience profiles, and success measures.
- Apply stakeholder management techniques for exhibitors, attendees, sponsors, and partners.
- Review site selection criteria and venue management requirements.

Day 2: Marketing and Sales

- Develop marketing strategies for exhibitions and trade shows.
- Apply techniques for exhibitor and attendee acquisition.
- Create value propositions for exhibitors, sponsors, and visitors.
- Build sponsorship and partnership development plans.
- Use digital marketing channels to promote exhibitions effectively.

Day 3: Operations and Logistics

- Manage exhibition operations from planning to on-site delivery.
- Apply safety and security protocols for exhibition environments.
- Coordinate vendors, suppliers, contractors, and service providers.
- Manage floor plans, registration, access, signage, and attendee flow.
- Handle on-site logistics and operational coordination professionally.

Day 4: Financial Management and Technology

- Create exhibition budgets and apply financial planning techniques.
- Develop revenue generation strategies through sales, sponsorship, and partnerships.
- Integrate technology into exhibition planning, delivery, and engagement.
- Use data analytics to measure performance and support decision-making.
- Prepare clear reports for stakeholders and management.

Day 5: Strategic Management and Future Trends

- Apply long-term strategic planning for exhibition growth and improvement.
- Develop risk management and crisis preparedness approaches.
- Integrate sustainability practices into exhibition planning and operations.
- Explore emerging trends and innovations shaping the exhibition industry.
- Review key CEM exam topics and preparation strategies.



Individual Impact

- Build confidence in planning and managing exhibitions professionally.
- Strengthen skills in exhibition marketing, sales, operations, and logistics.
- Improve financial planning, budgeting, sponsorship, and revenue management capabilities.
- Gain practical understanding of safety, security, risk, and crisis preparedness.
- Increase readiness for the CEM certification and professional advancement.

Work Impact

- Improve the quality, efficiency, and professionalism of exhibition delivery.
- Strengthen exhibitor, sponsor, attendee, and stakeholder satisfaction.
- Increase exhibition visibility, attendance, sales opportunities, and commercial value.
- Reduce operational risks through stronger planning and on-site coordination.
- Support innovation, sustainability, and long-term growth in exhibition management.

Training Methodology

This program combines exhibition management knowledge with practical certification preparation through:

- Instructor-led discussions on CEM concepts and exhibition best practices.
- Exhibition planning and stakeholder management exercises.
- Marketing, sales, sponsorship, and attendee acquisition workshops.
- Operations, logistics, safety, and venue management case studies.
- Budgeting, revenue planning, technology, and analytics activities.
- Risk management, sustainability, future trends, and CEM exam review sessions.

Beyond the Course

Upon completion, participants will be able to:

- Develop a comprehensive exhibition management plan.
- Create effective marketing and sales strategies for exhibitions.
- Manage venue selection, operations, logistics, safety, and on-site coordination.
- Build practical budgeting, sponsorship, and revenue generation plans.
- Apply technology and analytics to improve exhibition performance.
- Prepare for the CEM exam with stronger knowledge and confidence.

