

'Branded' event managers draw big chunk of MICE spend

According to an international survey conducted amongst some 35 MICE-related member associations, via the worldwide CIC (Convention Industry Council), 41% of MICE budget per project is paid to meeting planning and production.



Mandy Barrell CMP – Gallagher, Wesley
Middleton CMP – CSIR ICC, Charles
Wilson CMP – Gallagher, Nlene Vonk
CMP – Walthers DMC, Celeste Whitaker
CMP – Fizz Marketing and Roz Prinsloo
CMP – Workshops Anonymous

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Professionals with the Certified Meeting Professional ([CMP](#)) brand behind their name are justifying such fees, as the certification assures their ability to go beyond meeting the client's objectives. Event managers with an authentic status behind their name were known to over-deliver on the brief.

Commented Helen Brewer CMP "The reasons are simply embedded within the CMP philosophy that no event or meeting is an end in itself - there must be a follow-on or new beginning based on each event's outcomes, irrespective of capacity or type of MICE gathering - plus the evaluation criteria is determined at the time of agreeing the objectives."

The future is an exciting one

She was speaking to the latest South African CMP graduates who were congratulated by fellow CMPs, registered participants and invited guests on 2 December 2011. Most South African CMPs are members of EXSA, FEDHASA, SATSA, SAACI, SITE, TPSA or PRISA and 65% of them are members of more than one association.

The future is an exciting one for the licensed CMP Network SA - with the possibility of computer testing in South African cities other than Johannesburg and further member associations embracing the CMP status as part of their specific endorsement for their members. As one of the premier meetings management certifications, it should gain greater momentum in the years ahead and raise standards significantly.

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