

Exceptional Value For Exceptional Professionals

CEMA 2023

Membership Overview



Who Is CEMA?

CEMA is the premier professional community for industry-shaping corporate event marketing and industry solutions leaders, offering our members unparalleled access to expertise, unique experiences and comprehensive resources.

CEMA AT-A-GLANCE

- **33 years in business**
- **700+ active members:**
 - **Are key event marketing decision makers and influencers**
 - **54% decision maker, 42% influencer**
 - **Represent industry-leading brands**
 - **Have 15+ years of experience on average**
 - **Lead the industry in buying power**
 - **\$1.36 billion in total event budgets**
 - **Produce approximately 7,600 trade show exhibits and 2,700 private events**



Mission

Advance strategic event marketing and marketing communications for senior-level event marketers and industry professionals.

Purpose

Enable event marketers to succeed professionally, both in delivering business value and in advancing their careers.

How We Do It



What Sets Us Apart

- Senior corporate event marketing industry leaders
- Content that focuses beyond execution to strategy, experience and business impact
- The next level of event marketing education and experience
- Participation that is intimate, accessible and manageable
- High-value connections in a friendly, relaxed, non-selling environment



Why Join CEMA

- Share and learn from the best professionals in the business
- Build and promote your personal, professional brand
- Work side-by-side to develop innovative solutions to event challenges
- Enjoy meaningful, high-value connections in a non-selling environment
- Access comprehensive resources to get smarter about event approaches, technologies and metrics



Membership Advantages



Community
Engagement



Education And
Learning



Thought
Leadership



Sharing And
Innovation



Sponsorships And
Relationships

Community Engagement

- From Board and committee membership to event participation, CEMA has leadership and engagement opportunities to match your professional goals...and schedule:
 - Planning Committees
 - Program Taskforces
 - Online Event Participation/Hosting
 - Surveys and Feedback



Education and Learning

- Expert guidance that drives innovative thinking
- Cross-sector collaboration to create forward-thinking experiences
- Cutting-edge content that supports your professional and personal growth
- Accessible, searchable, and easily identified learning applications and learning outcomes
- Training and coaching sessions to help you adjust and succeed
- Tools to build your personal leadership brand



Thought Leadership

- Exchange and share top-of-mind challenges with your peers
- Tap into our substantial industry brain trust to crowdsource ideas and solutions through “Ask CEMA”
- Share ideas, best practices and innovative solutions through digital content, focus groups, meetups, and our signature CEMA Summit
- Raise your personal thought leadership profile by authoring contributed articles, cases and whitepapers

CEMA SUMMIT



Karen
Chupka



Stefanie
Maragna



Gigi
Gleason



Tammy
Routh



Sharing and Innovation

- Leverage the wealth of resources from our member community
- Participate in the industry's premier forums for peer- to-peer learning, making high-value connections, and sharing best practices and ideas
- Join or lead informal monthly events, like CEMA Connects, that provide an open forum for discussion of current topics and problem solving
- Stay abreast of innovative ideas and creative thinking through our monthly newsletters



Sponsorships & Relationships

- Make a strategic move with CEMA's premier sponsorship and branding opportunities
- Get high-level exposure and direct access to senior-level event marketing professionals who are responsible for program strategy, management and measurement
- Enhance relationships with your partners and clients with opportunities to share ideas in informal, non-selling settings



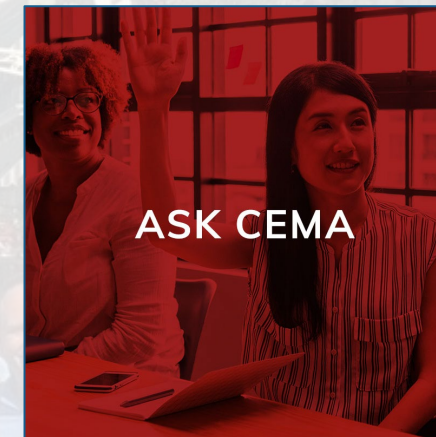
Inspiration, Community, Ideas...



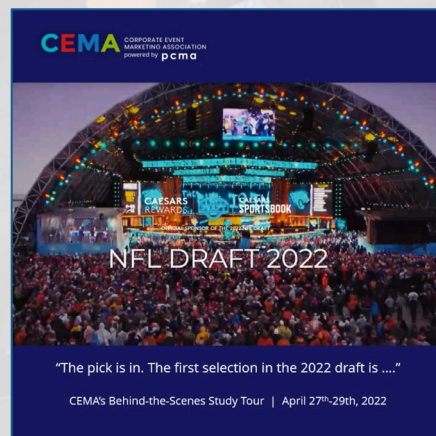
CEMA Connects



Monthly Newsletter



Ask CEMA



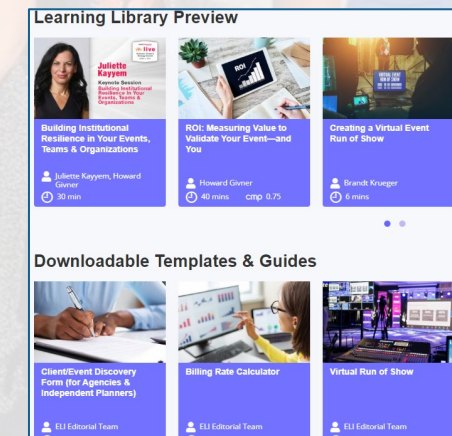
Study Tours



Roundtables







White Papers




ELI Learning and Certification

CEMA Summit

The premier professional event for event executives










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7 INSPIRING MEETINGS INDUSTRY CONFERENCES YOU WON'T WANT TO MISS IN 2023

February 7, 2023
Lisa Plummer Savas

85 Shares     

Vegas Means Business



PCMA EduCon 2023, June 25-28, Palais des Congrès de Montréal and Hotel Fairmont The Queen Elizabeth, Montreal, Québec

Presented by the [Professional Convention Management Association](#) (PCMA), EduCon is an energizing, innovative and immersive event offering executive-level educational programming geared toward thought leaders, event marketers, experience designers and business event strategists from across the globe. Attendees will have a chance to connect with colleagues from all sectors of the events industry, take advantage of small-group learning opportunities, learn about current trends and the latest developments in event technology, and discover new ideas for event best practices.

CEMA Summit 2023, Aug. 6-8, Hyatt Regency Salt Lake City

Powered by [PCMA](#), the [Corporate Event Marketing Association](#) (CEMA) advances strategic event marketing and marketing communications for senior-level corporate event marketers and industry professionals. Designed for event marketing professionals including marketing directors, corporate event and trade show executives, agency professionals and industry solutions providers representing the top brands in the events industry, CEMA Summit provides the knowledge, insights and tools needed to thrive in the rapidly evolving event marketing industry.





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Contact us at info@cemaonline.com