



## COLLEGIATE CONFERENCE AND EVENTS PROFESSIONAL



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You may be halfway there  
and you don't know it !



- **Do It,**
- **Write It,**
- **Achieve It.**

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## Applicant Requirements

- Be an ACCED-I member
- Must have a minimum of 3 years conference/events related work experience
- A college graduate or working towards a degree

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## Do It !

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- Fulfill requirements to achieve CCEP



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## Do It !

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- **Minimum of twelve educational experiences**
  - Attending conference sessions, taking college-level courses, or participating in computer-based training.



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## Do It !

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- **Two of the following professional endeavors:**
  - Submit a written proposal and present a program at the ACCED-I Annual Conference or regional meeting,
  - Publish an article in a professional journal,
  - *ACCED-Eye* or *e-Communique*,
  - Prepare a Task Group Report,
  - White paper or similar project as requested,
  - Participate in a CAS Self-Assessment of a Conference and Event Program (CEP).

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## Do It !

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- **Candidate must serve a minimum of fifteen hours as a volunteer**

- These hours can be maintained at an ACCED-I annual or regional meeting, or in service to the Association in some other capacity.



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## Write It !

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- **Complete the 15 workbook question**



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## Write It !

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- **Workbook is based on CAS Standards**

- The CCEP workbook is based on general criteria used by the Council for the Advancement of Standards in High Education (CAS)
- CAS is a consortium of professional association in higher education that develops, promulgates, and encourages use of their standards

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## Write It !

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- **An Example of a Question**

- You are the newly appointed director for your university's newest venture, "a full service conference and events services department." Briefly outline the steps you will go through to determine your target markets, and describe some basic marketing techniques.
  - This fulfills Program CAS Standard, Your responses must be written from an industry-wide perspective, reflective of research and knowledge beyond your own campus operation.

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## CCEP

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- **Utilize your assigned mentor**

- Utilize your assigned mentor
- They are there to help you and guide you



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## Achieve It !

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- For more information contact the ACCED-I

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## Special Thank You

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- **The CCEP Committee**

Has worked very hard to make the CCEP process easier for you.



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