

2024 CERTIFIED EDUCATION PROGRAMS MACAO

Hosted by:
Macau Fair & Trade Association

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1. UFI Certified Professional Designation - UCP (UFI Exhibition Management School Program & Online Deep-Dives)

Date:

EMS In- Person: Tuesday 10th September – Thursday 12th September 2024

Online Deep-Dives: 2025

Produced by:

The Global Association of the Exhibition Industry (UFI)

MBB Consulting Group

Background

The UFI Exhibition Management School (UFI-EMS) is a continuum of the Exhibition Management Degree that UFI initiated and has been organising since 2007.

The EMS programme is jointly produced and delivered by UFI & MBB Consulting, one of UFI's trusted education partners.

The curriculum was developed jointly with the UFI community, making it a programme designed by exhibition organisers for exhibition organisers. It serves the middle and upper management of exhibition organizing companies and is delivered by industry experts.

The EMS is a fundamental part of UFI's global certification framework that every industry professional must complete to become an "UFI Certified Professional" ("UCP").



Background

About MBB-Consulting Group

At MBB Education Group, they empower exhibition industry professionals with the knowledge and skills needed to thrive in today's dynamic landscape. Their educational services offer a dynamic blend of workshops and programs, both online and in person, focusing on critical areas such as digital strategy, team culture, leadership, internationalisation, business development and more.

Whether you are a rising star or a C-level executive, our tailored educational experiences will equip you with actionable insights, best practices and practical tools to excel in the competitive world of exhibitions.



Requirement

UFI – Exhibition Management School (Step 1)

- The program will be conducted subject to the enrollment of a minimum of 20 participants, with a maximum limit of 30 to maintain learning quality.
- 20 hours of in-person
- Eligible participants should be fluent in English, middle and upper management of exhibition organizing companies.



Requirement

Modules online deep-dives (Step 2)

- The program will be conducted subject to the enrollment of a minimum of 20 participants, with a maximum limit of 30 to maintain learning quality.
- 16 hours of live online
- The topics and content of these modules will be developed in line with Macau's industry needs.



Certification

- The Exhibition Management School and the online Modules conclude with a written test.
- Graduates receive a globally recognized certification for completion.
- All exams will be held in English.



Program Layout

The program consists of:

- A welcome cocktail on the Tuesday evening
- 2 Full-day classes on Tuesday, Wednesday
- Third day class on Thursday with final exam followed by site visit
- Gala dinner and graduation ceremony on Thursday evening



2. ICCASkills Training Program – Certified International Specialist Course (CICS)

Date: Tuesday 3rd September – Thursday 5th September 2024

Produced by:

International Congress and Convention B. V. (ICCA)



Background

Developed by the International Congress and Convention Association (ICCA) and designed by our industry experts, ICCASkills delivers the only globally recognised certification for suppliers in every sector of the meetings industry.

From juniors (CICS) to executives (CICE), ICCASkills benefits meetings services professionals at any stage of their career. The two different certification tracks offer tailored learning paths and advanced course content. All instructors are industry experts with proven teaching abilities and international business events experience.



Background

About ICCA

The International Congress and Convention Association (ICCA) is a global community and knowledge hub for the international association - and governmental - meetings industry.

Founded in 1963, ICCA specialises in the international association meetings sector; offering unrivalled data, education, communication channels, as well as business development and networking opportunities.

Today, ICCA is one of the most prominent organisations in – and advocates for – the world of international meetings. The newly-launched ICCA Association Community offers associations across the world education, connections, tools and resources to help them organise more effective and successful meetings.

Requirement

Certified International Convention Specialist (CICS)

- No minimum experience required. Suitable for all levels - from graduates to professionals with/out management experiences.
- Gain insights and knowledge on all aspects of the industry.
- 7 modules with 31 Chapters.
- Online: self-paced study or a 9-week programme*.
- In-person: 3-day fast-track and interactive classes.

Program Layout

The program consists of:

- A welcome cocktail on the Tuesday evening
- 2 Full-day classes on Tuesday, Wednesday
- Third day class on Thursday with final exam followed by site visit
- Gala dinner and graduation ceremony on Thursday evening



Thank You!

For further information, please email to:

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