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PolyU to Launch Global Certificate Programme in Meetings and Business Events

The School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU) and the Meeting Professionals International (MPI) are pleased to announce the forthcoming Global Certificate in Meetings and Business Events II (GCMBE II) Programme which will take place on the PolyU campus from 9 to 13 August 2010.

As one of the leading hospitality and tourism schools in the world, SHTM is mindful of the need to provide executive education for those responsible for the planning and organising of meetings and conventions. The School has intensified its efforts to cope with the rapid growth of convention and event management as a profession in Asia. PolyU has in fact won support of MPI to establish its first Global Training Centre in Asia.

Jointly organised by SHTM and MPI, the GCMBE II provides meeting and business event professionals with learning and development opportunities that focus on meeting and business events operations. It also provides a stepping stone towards the knowledge requirements for passing the Certified Meeting Professional (CMP) Exam. Established in 1985, CMP is the foremost certification of the meetings, conventions and exhibitions industry, and the programme recognises individuals who have achieved the industry's highest standard of professionalism.

The GCMBE II credential benefits experienced meeting, convention and event planners, exhibition organisers, exhibition support services managers, MICE venue sales managers, MICE venue convention/conference service managers, special event organisers and government tourism professionals. Upon successful attendance and completion of assessment, participants will be awarded the GCMBE II certificated by MPI.

Applications are now accepted and should be submitted on or before 15 July 2010. Registration will be confirmed on a first-come-first-served basis. For enquiries, please contact Ms Flora Ng (tel) +852 3400-2635 (e-mail) hmfn@polyu.edu.hk.

PolyU's School of Hotel and Tourism Management is one of the world-leading providers of hospitality and tourism education. It is ranked No. 2 in the world among hotel and tourism schools based on research and scholarship, according to a study published in the *Journal of Hospitality and Tourism Research* in November 2009.

With 60 academic staff drawing from 18 countries, the School offers programmes at levels ranging from PhD to Higher Diploma. It was awarded the 2003 International

Society of Travel and Tourism Educators Institutional Achievement Award in recognition of its significant contribution to tourism education, and is designated by United Nations World Tourism Organisation as one of its global Education and Training Centres.

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