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Registration No: 2009/019625/08

ABOUT THE EMA001 EXAM

Q: **What is the Certified Event Associate designation?**

A: The Certified Event Associate designation is a SAQA-recognised professional designation that recognises the skill, knowledge and competence of individuals working in event management. It is the first of three designations registered by SAQA that are specifically relevant to event management. Each of these designations is awarded based on an assessment that explores an individual's education, work experience and work ethic. Individuals applying for the designation must also write an online multiple-choice examination.

Q: **Who or what is SAQA?**

A: SAQA is the South African Qualifications Authority. Amongst many tasks, SAQA is responsible for recognising professional bodies and registering professional designations on the National Qualifications Framework.

Q: **Who or what is SACIA?**

A: SACIA is the Southern African Communications Industries Association. SACIA was recognised as a Professional Body in 2013 and is responsible for awarding several designations to industry professionals working in the events sector.

Q: **What is CEPA?**

A: CEPA is the Council of Event Professionals Africa. The Council was initially established as a three-way partnership between SAACI, EXSA and the International Festival & Events Association (Africa). In 2019 it was reconstituted as a Special Interest Group within SACIA, specifically tasked with developing and awarding professional designations to individuals working in event management.

Q: **What's covered in the EMA001 exam?**

A: The exam is a 100-question multiple-choice exam that tests the breadth and depth of a candidate's knowledge across several core knowledge domains relevant to event management, including event administration, event planning, event operations, event risk and event marketing. These knowledge domains are described in the EMBOK competency matrix (Event Management Body of Knowledge). For more detailed information, see the annexure attached.

Q: **How were the questions in the exam compiled?**

A: The questions were compiled by a panel of industry practitioners and reviewed by a separate academic panel representing several Universities and colleges who award qualifications in event management. The questions were reviewed for their relevance, as well as their alignment with NQF level descriptors.

Q: **What is the EMBOK model?**

A: EMBOK is a three-dimensional description of the knowledge and skills essential to create, develop and deliver an event. The term 'event' includes conferences, exhibitions, festivals, special events, civic events, sports events, etc. It aims to create a framework of the knowledge and processes used in event management that may be customised to meet the needs of various cultures, governments, education programs, and organisations.

Q: **How do SACIA's local designations compare with an international equivalent?**

A: The competencies assessed in SACIA's event management examinations are benchmarked against the CMP credential awarded by the Events Industry Council and the eMerit certification awarded by Tourism Canada HR. Individuals applying for the CMP designation need to have a degree in Event Management plus 24 months of work experience, while individuals applying for the Certified Event Associate designation need to hold an NQF level 5 qualification in event management plus AT LEAST 12 months of post-graduation work experience.

Q: **How long do I have to write the exam?**

A: The exam must be completed within 120 minutes

Q: **What's the pass mark for the exam?**

A: Candidates are required to score a minimum mark of 65%

Q: **Beside the exam, what other information do I need to provide when applying for the designation?**

A: Individuals applying for the designation need to provide:

- a) Certified copy of their highest academic qualification
- b) Certified copy of their ID document
- c) Detailed CV reflecting work experience in the events industry
- d) At least two testimonial letters reflecting on their commitment to professional standards and ethical business practice
- e) Copy of SACIA membership certificate
- f) Signed copy of the SACIA Code of Professional Conduct

Q: **Is the designation only available to University graduates?**

A: NO. individuals applying for the Certified Event Associate designation should generally hold an NQF level 5 qualification in event management, hospitality or tourism, and at least one-year post qualification work experience. However, individuals without an underlying

qualification are welcome to write the exam if they can demonstrate at least two years' work experience in the events industry.

Q: What is the difference between a qualification and a professional designation?

A: A qualification is awarded by a registered training provider after a period of formal study, and is a permanent record of an individual's academic achievement. A recognised professional body grants a professional designation based on an assessment that explores a candidate's education, work experience and work ethic. Unlike a qualification, a professional designation is valid only whilst the individual maintains membership of the professional body. Individuals who have been awarded a professional designation need to abide by a code of professional conduct, participate in a programme of continuing professional development, and maintain their membership in the awarding body.

Q: Why do I need to participate in a continuing professional development programme?

A: Participating in a programme of continuing professional development keeps you up to date on the trends and technologies shaping the future of the events industry. Each professional member must acquire 45 CPD points in a three-year period, starting at the date of award of the professional designation. CPD points are awarded based on relevant training activities, including participation in academic and vocational programmes; professional development courses; coaching and mentorship programmes; learning activity in workshops, conferences and seminars; experiential learning and on-the-job training; and self-study initiatives. We also award CPD points for volunteer activity on a Board, Council or task group.

Q: How many times can I write the exam?

A: When you register for the exam you are provided with THREE opportunities to write the exam within 14-days.

Q: How much does it cost to apply for a designation?

A: Registration for the EMA001 exam costs R2,875. (incl VAT) and this cost includes your first year of SACIA membership. Membership fees are set annually by the SACIA Board. Individuals paying through the PayPal portal are billed in

Q: How do I pay my exam registration or membership fees?

A: Individuals wanting to write the EMA001 examination will register through the SACIA website and pay using the PAYPAL payment portal embedded within the Classmarker testing system. Organisations wanting to sponsor candidates can also request the SACIA office to issue an invoice.

CEPA COMPETENCY MATRIX 2022

| EMBOK Domain | EMBOK Classification | Description |
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| The Administration domain deals primarily with the proper allocation, direction, and control of the resources used in an event project. Since resources are finite by definition, it is imperative that they be acquired, developed, and utilized in the most efficient and effective manner to benefit the event project and limit its risk. | Financial | Financial Management is the development and use of budgets, proper costing and pricing strategies, standard accounting practices, and asset and cash flow management to achieve the financial goals of the event enterprise. |
| | Human Resources | Human Resources Management encompasses the formulation of the appropriate organizational structure, policies, and procedures for the recruitment, orientation, training, compensation, motivation, supervision, and discipline of employees, contracted workers, and volunteers according to applicable employment and labour legalities to provide a suitable and diverse workforce to meet the needs of the event project. |
| | Information | Information Management includes the acquisition, distribution, control, and retention of information through the implementation of customary reporting, record keeping, and privacy and proprietary information protection procedures to ensure the necessary business intelligence and institutional memory is captured and preserved. |
| | Procurement | Procurement Management is comprised of the sourcing, selection, and contracting of the suppliers and vendors from whom goods and services will be procured using accurate solicitation materials and quality criterion, suitable documentation, change controls, and cost avoidance measures to ensure purchases will deliver cost value. |
| | Stakeholders | Stakeholder Management deals with the engagement of and interactions with the varied stakeholder constituencies of the event, including clients, officials, authorities, sponsors, participants, and providers, to develop a mutual vision of and commitment to the requirements and desired outcomes for the event project. |
| | Systems | Systems Management involves the implementation and coordination of the various accountability, database, knowledge management, and knowledge transfer systems using suitable technology applications and equipment to integrate the needs and assets of the event project and enterprise. |
| | Time | Time Management covers the processes required for the establishment and verification of timelines, production schedules, and schedule controls that will facilitate the activity architecture necessary to accomplish the tasks associated with the event project. |
| | Content | Content Design Management consists of the selection of the appropriate topics, formats, and presenters to achieve the communication objectives and educational obligations of the event project, incorporating the principles and dynamics of adult learning. |
| | Theme | Theme Design Management is the application of theme development principles and cultural iconography to communicate and integrate the purpose, message, image, and branding of the event project. |
| | Programme | Program Design Management concerns the formation and choreography of the agenda of activities, elements, exhibits, and amenities that shape the composition of the event experience to address the ceremonial, hospitality, and communication requirements of the goals and objectives of the event project. |
| | Environment | Environment Design Management involves the creation or acquisition and arrangement of décor items, props, furnishings, decorative embellishments, and wayfinding and signage systems to enhance the attractiveness and functionality of learning, marketing, ceremonial, and entertainment environments. |

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| <p>will either be enjoyed or endured, with some options considered “risky” by their very nature or by design</p> | <p>Production</p> <p>Production Design Management deals with the incorporation, sourcing, and selection of the appropriate sound, lighting, visual projection, multimedia, special effect, and other theatrical elements and services to meet the communication objectives and create the desired impressions and ambiance of the event project.</p> |
| <p>Entertainment</p> <p>Entertainment Design Management encompasses the sourcing, selection, and control of suitable entertainment, ancillary programs, and recreational activities for the event project and coordinating the support requirements for the entertainers and activities in a manner that delivers the desired entertainment experience and that benefits the audience and organization.</p> | <p>Catering</p> <p>Catering Design Management includes the determination of suitable catering operations and the selection of the menus, quantities, and service styles to meet the food and beverage needs of the event, including the specific requirements associated with the serving of alcohol</p> |
| <p>Plans</p> <p>The Marketing domain addresses the functions that facilitate business development, cultivate economic and political support, and shape the image and value of the event project. The nature of the event as an “experience” necessitates a thorough understanding of the unique buyer-seller relationship associated with this intangible product.</p> | <p>Marketing Plan</p> <p>Marketing Plan Management concerns the development and supervision of the overall marketing strategy and tactics to be employed, including target customer definition, acquisition and retention; the internal and external messages and media; and the maintenance of positive customer or guest relations to achieve the marketing aspirations for the event project and the hosting organization.</p> |
| <p>Material</p> <p>Merchandise Management includes the design, acquisition or production, and delivery of printed materials and other collateral materials that will be utilized to support the marketing and operational activities necessary for the event project.</p> | <p>Merchandise</p> <p>Merchandise Management is the oversight of product development, manufacture, and distribution of retail merchandise associated with the event project to protect brand integrity and achieve profit objectives.</p> |
| <p>Promotions</p> <p>Public Relations Management deals with the formulation and execution of tactics capable of garnering publicity coverage for an event project through the cultivation and conservation of beneficial relationships with the media, as well as preparing for the enhancement and control of the impressions, image, and issues surrounding the event project and enterprise, particularly in times of crisis or controversy.</p> | <p>Promotion</p> <p>Promotion Management includes the procurement, orchestration, and organization of advertising campaigns, promotional events, cross promotion alliances, and contest or giveaway activities conducted to generate attention, interest, and demand for the event project.</p> |
| <p>Sales</p> <p>Sponsorship Management is the identification, solicitation, securing, servicing, and retention of sponsors, donors, and philanthropic patrons through the proper valuation and delivery of suitable tangible and intangible benefits to provide financial and cost avoidance support for the event project.</p> | <p>Sales</p> <p>Sales Management involves the establishment and supervision of procedures, platforms, and transaction processes for all the on-site, remote, and electronic sales activities connected with the event project, such as ticketing operations, concessions, and other retail endeavors, to achieve profit expectations.</p> |
| <p>The Operations domain</p> <p>concentrates on the people, products, and services that will be brought together on-site to</p> | <p>Attendees</p> <p>Attendee Management addresses the development and/or procurement of suitable admittance credentialing and control systems such as registration, ticketing, and housing, as well as the tactics for facilitating proper movement and pedestrian traffic flow of the event crowds.</p> |
| <p>Communications</p> | <p>Communications Management is the acquisition of the necessary equipment and development and implementation of the modes and protocols for on-site briefing and debriefing activities and information exchange with internal and</p> |

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| <p>produce the event project, as well as the roles, responsibilities, applications, and maneuvers associated with each. Impeccable coordination is required in order to manage this symphony (or cacophony) of logistical and functional requirements and expectations.</p> | <p>external constituents of the event project, including the preparation and incorporation of applicable documentation and contact information into a comprehensive and readily accessible format.</p> <p>Infrastructure Management concerns the confirmation, acquisition, or enhancement of inherent or imported equipment and services to ensure sufficient transportation systems, parking facilities, utilities, sanitation and waste management, and emergency response services are in place to meet the functional needs of the event project.</p> |
| <p>Logistics</p> <p>Participants</p> | <p>Logistics Management includes the analysis, sequencing, and supervision of the tasks and providers necessary for the move-in, installation, maintenance, disassembly, and move-out activities associated with the event project.</p> <p>Participant Management encompasses the coordination and facilitation of the measures necessary to meet the procedural, practical, and hospitality requirements of those individuals having a direct and predetermined participatory role in the event project.</p> |
| <p>Site</p> | <p>Site Management involves the sourcing, inspection, selection, and contracting of locations and facilities that will serve the needs of the event project, plus ensuring the proper development and layout of the site wherein the event project takes place.</p> |
| <p>Technical</p> | <p>Technical Management includes the acquisition of the necessary and appropriate staging and equipment, and supervision of its installation, operation, and attendant technician personnel, to ensure realization of the production plans of the event project within the physical constraints of the event site.</p> |
| <p>Compliance</p> | <p>Compliance Management includes the acquisition of the necessary permissions and instruments that demonstrate adherence to all accessibility mandates, property rights requirements, and other applicable statutes, codes, and regulations to signify the event project is in compliance.</p> |
| <p>Decisions</p> | <p>Decision Management encompasses the establishment of practical decision-making systems for the event project that include the accurate framing of decisions; the application of the pertinent resources, criteria, rules, and restraints; facilitating suitable deliberation and collaboration; and ensuring the proper authority and empowerment are granted.</p> |
| <p>Emergency</p> | <p>Emergency Management is the identification and notification of the proper authorities, medical services, and other emergency responders, and the acquisition and/or development of plans and procedures suitable for responding properly to incidents, evacuations, crises, or disasters that may occur during the event project.</p> |
| <p>Health & Safety</p> | <p>Health & Safety Management involves the establishment and implementation of fire and life safety, occupational safety, and crowd control policies and procedures that ensure the health and welfare of all individuals involved in or in attendance at the event project.</p> |
| <p>Insurance</p> | <p>Insurance Management deals with ascertaining liability exposures and contractual requirements, sourcing suitable providers, and acquiring the proper insurance policies in order to maintain suitable loss prevention coverage and risk financing for the event project</p> |
| <p>Legal</p> | <p>Legal Management is comprised of the negotiation and execution of the contracts and other legal documents associated with the acquisitions and endeavors of the event project, and oversight of the lawful design and implementation of the policies, procedures, and practices of the event organization and its representatives.</p> |
| <p>Security</p> | <p>Security Management covers the sourcing, selection, and deployment of the personnel and equipment to be used to provide protective services and support for the event project, and the implementation and supervision of the appropriate command and control systems to ensure its efficacy.</p> |

The **Risk domain** deals with the protective obligations, opportunities, and legalities traditionally associated with any enterprise, including an event project. These areas are inextricably linked with every choice made and all activities conducted, and are increasingly mandated by regulatory authorities to discriminating event consumers.

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| Strategic Planning | Strategic planning is a process used by organizations to identify their goals, the strategies necessary to accomplish those goals and the internal performance management system used to monitor and evaluate progress. Most organizations use a SWOT or gap analysis to identify the underlying factors driving their current performance. |
| Project Management | Project management is the process of leading the work of a team to achieve all project goals within the given constraints. This information is usually described in project documentation, created at the beginning of the development process. The primary constraints are scope, time, and budget. |
| Professionalism | Essential elements of professional behavior include knowledge and skills about a field, communication and relationship skills, work ethic, and professional ethics. |
| Virtual & Hybrid | A review of the techniques and technologies used by people interacting in a virtual environment on the web, rather than meeting in a physical location. |
| Bullying, intimidation & harassment (including GBV) | Workplace intimidation and bullying can take many forms, including cyber-bullying, sexual harassment, insults and put-downs, lashing out against the employee by yelling and cursing, and threats of violence. In all cases, the conduct of the abuser serves to intimidate and humiliate the victim or victims. |
| Dispute resolution | Dispute resolution or dispute settlement is the process of resolving disputes between parties. The term dispute resolution is sometimes used interchangeably with conflict resolution, although conflicts are generally more deep-rooted and lengthy than disputes. |
| Event Greening & sustainability | The process of incorporating socially and environmentally responsible decision making into the planning, organisation and implementation of, and participation in, an event. It involves including sustainable development principles and practices in all levels of event organisation, and aims to ensure that an event is hosted responsibly. |