



CERTIFIED ASSOCIATION Executive



GLOBALTRAINING
INSTITUTE

Exam Preparation Training

Course Description

The Certified Association Executive (CAE) program is a prestigious credential designed for association professionals seeking to enhance their knowledge and skills in association management. This program equips participants with the necessary tools to excel in leadership roles, ensuring they meet the evolving demands of the sector. The CAE certification signifies a commitment to professional excellence and ethical standards in association management.

Who Should Attend

The CAE program is ideal for:

- **Current Association Executives:** Individuals holding leadership roles within associations who aim to validate their expertise.
- **Aspiring Leaders:** Professionals who aspire to move into executive roles within associations and want to establish a solid foundation of industry knowledge.
- **Association Staff:** Those involved in management, governance, and operations within associations who wish to gain a comprehensive understanding of best practices and ethical standards.
- **Consultants and Contractors:** Professionals providing services to associations who want to deepen their understanding of the association landscape.

Course Objectives

Upon completion of the CAE program, participants will:

- **Demonstrate Knowledge:** Exhibit a comprehensive understanding of key competencies essential for effective association management.
- **Enhance Leadership Skills:** Develop advanced leadership capabilities that promote ethical decision-making and strategic planning.
- **Implement Best Practices:** Apply industry best practices to improve operational efficiency and member engagement within their organizations.
- **Commit to Professional Development:** Recognize the importance of continuous learning and professional growth in the field of association management.

Course Content

The CAE exam content is structured around eight major knowledge domains, each representing critical areas of competence in association management:

Domain 1: Governance

- Governance Structures
- Board Policies and Strategic Priorities
- Volunteer Leadership Development

Domain 2: Executive Leadership

- Decision-Making Processes
- Ethical Leadership Principles
- Diversity, Inclusion, and Equity

Domain 3: Organizational Strategy

- Long-term Financial Planning
- Strategic Planning Processes
- Knowledge Management Systems



Course Content

Domain 4: Operations

- Financial Management Oversight
- Human Resources Management
- Risk Mitigation Strategies

Domain 5: Business Development

- Program Evaluation and Development
- Meeting and Event Management
- Strategic Partnerships Development

Domain 6: Member and Stakeholder Engagement

- Recruitment and Retention Strategies
- Volunteer Management Systems
- Stakeholder Relationship Building

Domain 7: Advocacy

- Government Relations Strategies
- Coalition Building Initiatives
- Public Policy Development

Domain 8: Marketing and Communications

- Market Analysis and Strategy
- Brand Management Techniques
- Effective Communication Practices



Steps on Your CAE Journey



- **Assess Eligibility:** Review the eligibility requirements to ensure you meet the criteria, including professional experience and educational background.
- **Prepare for the Exam:** Utilize the CAE Core Resources, participate in study groups, and consider attending preparatory workshops to enhance your readiness.
- **Submit Your Application:** Complete the CAE application process online, ensuring all required documentation reflects your qualifications.
- **Schedule Your Exam:** Once your application is accepted, choose a testing window and location that suits you, including options for online proctoring.
- **Take the CAE Exam:** Complete the computer-based exam, which consists of 200 multiple-choice questions, during the allocated time.
- **Receive Your Results:** After the exam, await your score and feedback, which will guide your next steps in the certification process.
- **Maintain Your Certification:** Engage in ongoing professional development and adhere to the CAE Code of Professional Conduct to maintain your credential.

WHAT IS THE PURPOSE OF THE CAE CREDENTIAL?

- The purposes of the CAE certification program are to:
- Establish the body of knowledge for association professionals.
- Assess the level of knowledge demonstrated by association professionals in a valid and reliable manner.
- Encourage professional growth in the field of association management.
- Formally recognize individuals who meet the requirements set by CAE Commission.
- Serve the public by encouraging quality association management services.

WHAT ARE THE BENEFITS OF CERTIFICATION?

The benefits of certification for association professionals include:

- Verification of your knowledge by an independent organization – a way to prove that you have the knowledge needed for the job
- Professional growth and development
- Enhanced job opportunities

The benefits of certification for employers include:

- Increased productivity
- Less training time needed to bring employees “up to speed”
- Competitive advantage in promoting services to members and other stakeholders

Course Fees:

- The course fees do not include the asae membership or the final exam fee.

