



PREPARING FOR CERTIFICATION

By Marie-Lauren Gregoire Drummond, SCMP



Tips and Tricks

*How I prepared for
my SCMP certification*



Tips and Tricks

How I prepared for my SCMP certification

- Made and evaluated the decision (Summer 2019)
- Professional Development – attended as many courses as I could (forms, etc)
- PD funds – used PD funds to pay for training and development at SRCHC
- Asked questions – attended Inner Strength presentation by Priya Bates, SCMP
- Studied and prepared – read books, articles, guide, handbook
- PD – business case for certification – employer paid for travel BBBSC
- Exam prep and Exam day – confidence and faith (Feb 2020)

Tips and Tricks

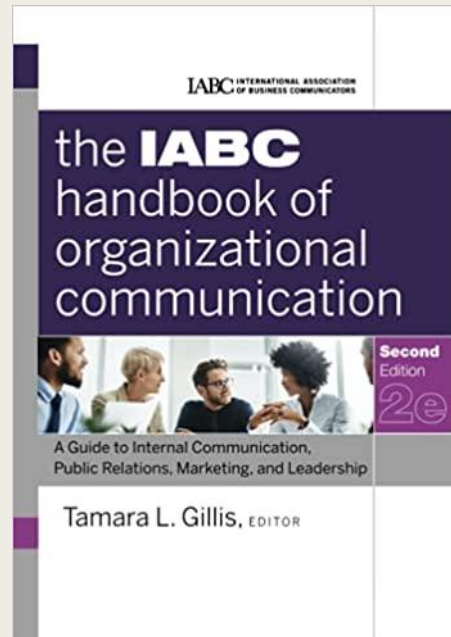
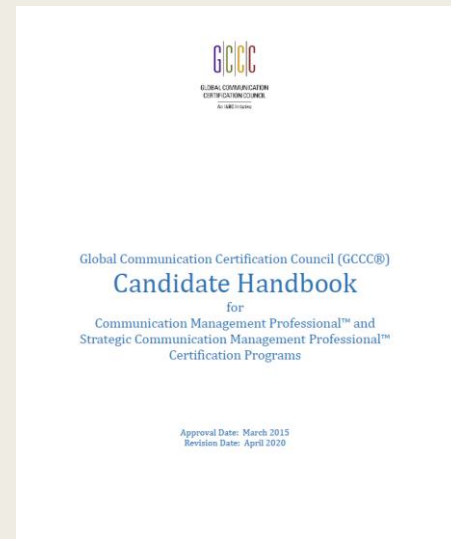
to prepare for your SCMP certification

- Ask questions
- Find a mentor – ask a mentor – ask a SCMP or CMP (Priya and Colleen)
- Read the resources suggested
- Trust your gut – evaluate your own knowledge and experience
- Use business sense vs common sense

Resources

from GCCCouncil.org and others

- Candidate Handbook
- IABC Code of Ethics
- IABC Handbook
- Job Task Analysis (JTA) for SCMP®
- Read white papers on tasks and knowledge covered by JTA
- Participate in webinars – IABC Academy, organization in-services, open courses
- Catalyst magazine and online content center
- IABC Awards – criteria – How to Guide for IABC Awards - <https://gq.iabc.com/Enter/Resources-For-Entrants>



Quiz

Hypothetical questions for SCMP

- Which of the following is a S.M.A.R.T. objective for a communication strategy?
 - *A. Increase subscriptions by 15% among 25-45-year-olds within a year*
 - *B. Increase awareness by 10% in the Southern region and by 20% in the Northern region*
 - *C. Achieve top of mind awareness of the brand by the end of 2020*
 - *D. Achieve 1,500,000 impressions among target population*

Quiz

Hypothetical questions for SCMP

- Which of the following is most important in building a business case for communication projects?
 - *A. Determine if you have current staff capacity to complete the project*
 - *B. Assess if you have current budget to cover the project*
 - *C. Determine how the project aligns with the organization's strategic priorities, values and/or vision*
 - *D. See if and how the project overlaps with other projects*

Quiz

Hypothetical questions for CMP

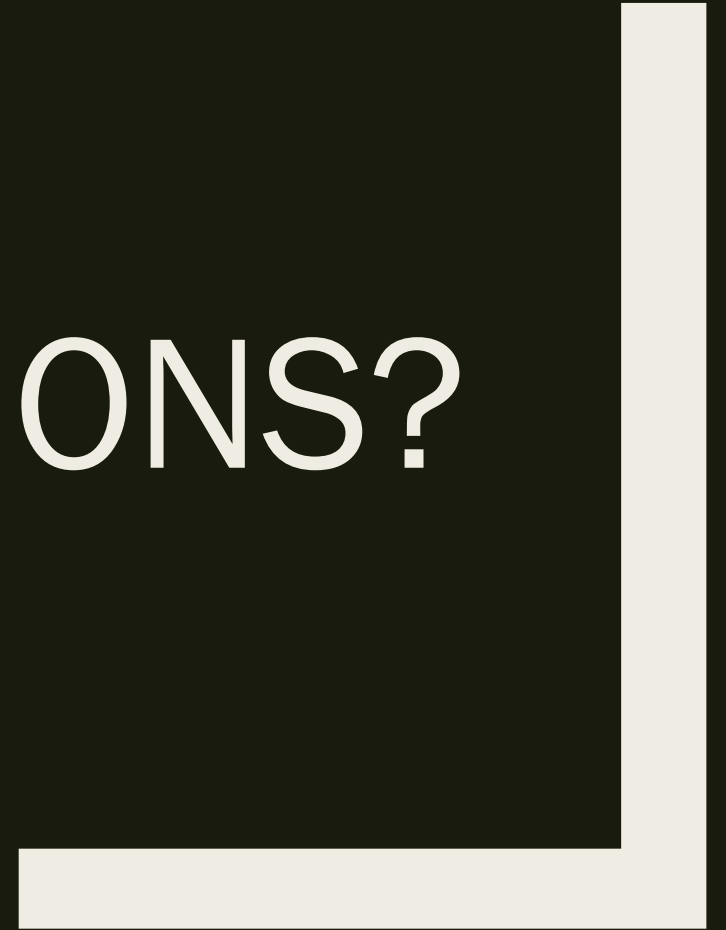
- The main foundation for developing a consistent business communication plan are:
 - *A. mission, vision, and general goal*
 - *B. key performance indicators;*
 - *C. previous marketing and communications plans*
 - *D. knowledge of the audiences' requirements.*

Quiz

Hypothetical questions for CMP

- Clear, concise, concrete, correct, coherent, complete, and courteous are seven:
 - *A. principles of communication*
 - *B. rules of communication*
 - *C. methods of communication*
 - *D. communication tips.*

QUESTIONS?



THANK YOU!!

