



Kent Anjo
CMP®
Moderator



Caroline Lule
CMP®
Speaker



**Marie-Lauren
Gregoire Drummond**
SCMP®
Speaker

**Accelerate your career
with CMP® & SCMP®
certifications!**

VIRTUAL INFORMATION SESSION

November 17 | 6 PM | Free

Register today: toronto.iabc.to



GLOBAL COMMUNICATION
CERTIFICATION COUNCIL
An IABC Initiative



Toronto



GLOBAL COMMUNICATION
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INCREASE THE VALUE AND EFFECTIVENESS OF BUSINESS COMMUNICATION

WITH GCCC'S CMP AND SCMP PROFESSIONAL
COMMUNICATOR CERTIFICATION



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PROFESSIONAL CERTIFICATION FROM THE GCCC



The **Global Communication Certification Council (GCCC)** creates and maintains an internationally recognized standard of communication excellence based on a global understanding of key principles and job competencies worldwide.

The GCCC serves as an autonomous governing body for the Global Communication Certification Program.



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PROFESSIONAL CERTIFICATION FROM THE GCCC

Communication Management Professional (CMP)

For professionals established in their careers as communication managers and looking to demonstrate their competence.

CMP
CANDIDATES
MUST HAVE:

6+

YEARS OF
EXPERIENCE

40

HOURS OF
TRAINING



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PROFESSIONAL CERTIFICATION FROM THE GCCC

Strategic Communication Management Professional (SCMP)

For highly skilled professionals practiced in providing strategic communication advice and counseling to an organization's leadership.

SCMP
CANDIDATES
MUST HAVE:

11+

YEARS OF
EXPERIENCE

20

HOURS OF
TRAINING



LETTER OF
RECOMMENDATION

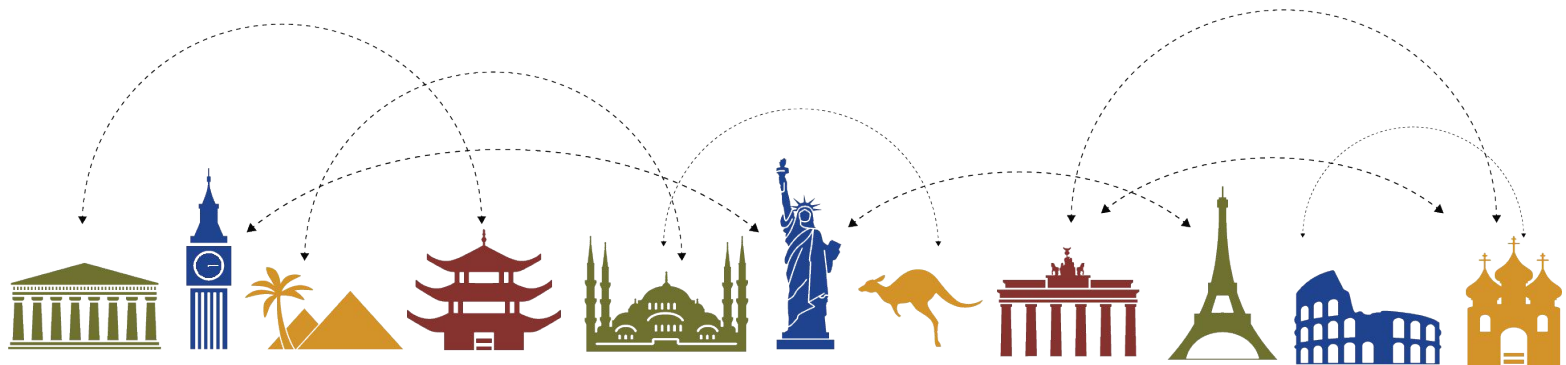


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PROFESSIONAL CERTIFICATION FROM THE GCCC

- ✓ The GCCC certification program is based on the **Global StandardSM** for communication professionals.
- ✓ The **CMP** and the **SCMP certifications** were developed to conform to ANSI/ISO standard 17024, and are now both internationally accredited.
- ✓ These are the **ONLY** global certifications that have reached this level of standards.





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PROFESSIONAL CERTIFICATION FROM THE GCCC

Required CMP and SCMP examinations are rigorous and objective to ensure a **high bar for certification holders.**

**EACH
EXAM:**



Lasts
**3
Hours**



Consists of
**100
Questions**



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PROFESSIONAL CERTIFICATION FROM THE GCCC

Following are the necessary steps to earn and maintain a **CMP** or **SCMP certification**:

- 1 Choose the certification path that's right for you and apply at least two weeks prior to the date on which you'd like to take the exam.
- 2 Once accepted into the CMP or SCMP certification path, register for an exam at least one week prior to the test date. You have two years from the date of your acceptance into the CMP or SCMP path to register for the exam.
- 3 After you take the exam, you'll be notified of the results (pass/fail) via email and will receive your CMP or SCMP certificate at that time if you've passed.
- 4 Once certified, you are required to earn 40 professional development points each year in order to maintain your certification. The rubric for this is outlined on the GCCC website (gccccouncil.org).



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THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION





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THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

A **leading benefit** of certification is that it defines a common body of knowledge.



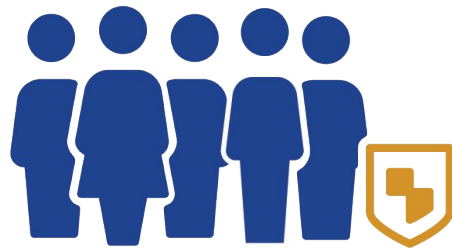
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THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

A **leading benefit** of certification is that it defines a common body of knowledge.

GCCC CERTIFICATION HOLDERS



have
exhibited



A MEASURED
LEVEL OF MASTERY

over essential business
communication knowledge.



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THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

CMP certification holders have demonstrated expertise in **five business communication domains**:

1

COMMUNICATION
ETHICS

2

COMMUNICATION
RESEARCH AND ANALYSIS

3

COMMUNICATION
STRATEGY AND
ENGAGEMENT

4

CONSISTENCY AND STRATEGIC
IMPLEMENTATION

COMMUNICATION
MEASUREMENT

5



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THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

SCMP certification holders have demonstrated expertise in **six business communication domains**:

1

ADVISING
AND LEADING

2

MANAGEMENT

3

STRATEGY
DEVELOPMENT

4

INNOVATION

5

ETHICS

6

REPUTATION
MANAGEMENT



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THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION



GCCC certification maintenance requires communication professionals to **stay on top of trends and critical developments** impacting organizational communication practices.



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THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

Employing GCCC certification holders **elevates the standard and effectiveness of professional communication** in an organization, which leads to improved business results...



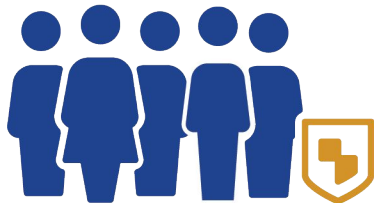
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THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

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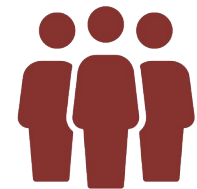
CERTIFIED
PROFESSIONALS



[driven by a
stronger work
profile]

demonstrated
3x HIGHER

confidence
on the job



COMPARED TO
NON-CERTIFIED PEERS.



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THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

... and promoting/supporting GCCC certification improves **employee engagement and retention.**



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THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

... and promoting/supporting GCCC certification improves **employee engagement and retention.**



Employees with
the highest
levels
of commitment

PERFORM
20%
better
than

employees with
lower levels of
commitment





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GROW
YOUR CAREER
WITH GCCC
CERTIFICATION





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COMMUNICATION PROFESSIONALS

GROW YOUR CAREER WITH GCCC CERTIFICATION



On average, men and women with a bachelor's degree and higher, combined with a certification **earn 18% more per week.**

When compared to workers who hold a bachelor's degree and higher but hold no certification.



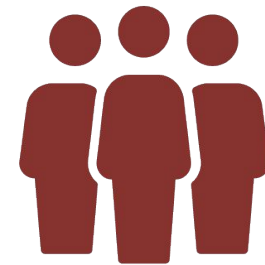
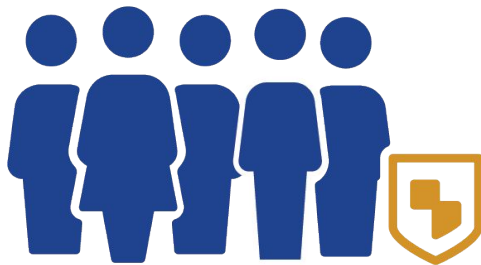
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COMMUNICATION PROFESSIONALS

GROW YOUR CAREER WITH GCCC CERTIFICATION

CERTIFIED
PROFESSIONALS



NON-CERTIFIED
PEERS



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COMMUNICATION PROFESSIONALS

GROW YOUR CAREER WITH GCCC CERTIFICATION

CMP or SCMP certification raises your prominence within your organization and **increases your opportunities for promotions.**



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GROW YOUR CAREER WITH GCCC CERTIFICATION

A GCCC certification can help you **perform your duties with confidence**. Identified benefits of holding a certification include:

1

A SENSE OF
ACHIEVEMENT

ELEVATED STATUS
AND PRESTIGE

2

3

IMPROVED
REPUTATION

JUSTIFICATION FOR INVESTMENT
IN PROFESSIONAL
DEVELOPMENT ACTIVITIES

4



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GCCC CERTIFICATION PROGRAM FEES





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GCCC CERTIFICATION PROGRAM FEES

Fees for **CMP** and **SCMP** Certification:

Fee Type	IABC Member Status	Cost (US\$)
Application	Members	\$100
Application	Non-Members	\$400
Exam Fee (due upon registration)	All	\$400
Annual Certification Maintenance Fee	All	\$100



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Both the CMP and the SCMP certifications were developed to conform to ISO (17024), an international standard for professional certifications that is recognized globally.

LEARN MORE AT:
gccouncil.org or email info@gccouncil.org.



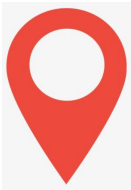
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IN-PERSON EXAMINATIONS

CMP Exam
**January 22,
2022**
10AM to 1 PM

SCMP Exam
**January 29,
2022**
10AM to 1 PM



Bay-Adelaide Centre

333 Bay Street,
Suite 46007
Toronto, ON
M5H 2S5

COVID-19 Health & Safety Protocols:

- Proof of full vaccination
- Self-assessment
- Enhanced hand sanitization
- Mandatory masks

***Your health and safety is our
number one priority.***