



International Medical Meeting Professionals Association
www.immpa-med.com

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International Medical Meeting Professionals Association (IMMPA) partners with *Medical Meetings* and CBI to offer targeted educational offerings

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CLEVELAND, OH (October 20, 2010) –The International Medical Meeting Professionals Association (IMMPA) has been named the lead association partner in an exclusive two-year arrangement with *Medical Meetings* magazine and the Center for Business Intelligence (CBI) for the annual U.S. conferences the partner organizations co-organize for pharmaceutical and life science meeting professionals.

IMMPA will host a roundtable and sponsor a booth at the upcoming third annual Life Sciences Meetings Management Forum, December 8-9, in San Diego. IMMPA will provide an educational forum at *MM's* and CBI's 7th Annual Pharmaceutical Meeting Management Forum, March 27-29, 2011, at the Philadelphia Marriott.

IMMPA President Lisa Keilty, president of Keilty Group, will present the March session, entitled "Medical Meetings and Events Certification Process," in which IMMPA's new certification process will be examined as a critical step in validating experience in planning healthcare meetings. It will also introduce attendees to the value of joining IMMPA. Visit the IMMPA website at www.immpa-med.com for more information.

IMMPA was launched in the fall of 2009 with the creation of a board of directors, an advisory board, and a certification board. Its members are medical meeting professionals who work in pharmaceutical, biomedical, and



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medical device companies; hospitals and medical centers; animal health, allied health, and medical societies; and independent planning companies.

IMMPA is creating a certification program for medical meeting professionals, which will enable professionals to earn the Certified Medical Meeting Professional (CMMP) designation. The certification program will include classroom instruction and an extensive testing program designed to keep medical meeting professionals current with the profession. The organization is working with a university to administer the certification program.

“The IMMPA certification program has been created specifically to create additional training experiences and expand the knowledge base in the working toolbox of every medical meeting manager,” said Tony Prusak, IMMPA vice president for communications and technology and director of convention sales for [Cleveland Medical Mart & Convention Center](#). “Partnering with *Medical Meetings* magazine, the bible of the medical meetings industry, and CBI, will provide an excellent forum for medical meeting professionals to not only learn about the value of IMMPA membership but also to enhance their work experience through the certification program.

“*Medical Meetings* magazine is the only publication focusing exclusively on pharmaceutical and medical industry meetings. *MM*’s award-winning editorial includes ongoing, detailed coverage of regulatory, meeting management, and healthcare education trends; and an annual survey of physician preferences in continuing medical education.

“IMMPA is in a growth phase and this partnership will greatly assist in putting IMMPA certification in front of medical meeting planners,” said Keilty. “As the CMMP certification is rolled out, *MM* and CBI will offer face-to-face opportunities, in which planners can network, learn, study, and enhance their professionalism.

“*Medical Meetings* is part of MeetingsNet, a Penton Media group of magazines and Websites that target meeting professionals. For more information, visit www.meetingsnet.com.

CBI, a subsidiary of Advanstar Communications Inc, is dedicated to developing market-driven, unbiased conferences in the pharmaceutical, biotech, medical device, and managed care market industries. CBI creates conferences that serve senior executives and government officials by providing a unique platform for highly focused content and presentation. For more information, visit www.cbinet.com.



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