

# Professional

*EIC-CMP*

*Events Industry Council: Certified Meeting Professional*

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## Question: 1

A reward and recognition program for stakeholders should be:

- A. Visible
- B. Expected
- C. Undefined
- D. Small

**Answer: A**

Explanation:

Stakeholder relationships will benefit from a focus on recognizing the contributions of stakeholders such as staff, attendees, and others. An effective reward and recognition will motivate team members to perform better and engage more readily; they can reinforce behaviors needed to achieve the event objectives. A reward and recognition program should be applied visibly and fairly across the organization.

The remaining answer options are incorrect. Recognition programs do not have to be small, particularly if there is a large number of stakeholders who should be rewarded. These programs are not expected but are very appreciated, and rewards should be well defined rather than vague.

## Question: 2

How might delays in achieving critical path tasks affect an event as a whole?

- A. Suppliers would be very upset
- B. The project might not end on time
- C. The project might take much longer than anticipated
- D. Donations would not be able to be processed

**Answer: B**

Explanation:

The critical path refers to the chain of activities that must begin on time and stay on track in order to achieve project milestones and ultimately execute the project on time. Any delays in achieving critical path tasks could negatively impact the overall project and result in added costs.

The remaining answer options are incorrect. Suppliers might be very upset, there might be delays in processing donations, and the project might take longer than anticipated, but the biggest way the project as a whole would be impacted is if it doesn't end on time.

## Question: 3

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Which of the following departments is responsible for sourcing, contracting, and paying for goods and services?

- A. Finance
- B. Legal
- C. Procurement
- D. Risk management

**Answer: C**

Explanation:

There are several key departments involved in events. The procurement department is responsible for sourcing, contracting, and paying for goods and services, and has a key role in auditing to ensure appropriate use of an organization's funds.

The remaining answer options are incorrect. The finance department is responsible for developing a budget and properly using and managing financial processes and systems. The legal and risk management department is responsible for overseeing contracts, ensuring the organization is in compliance, and minimizing all risks associated with event processes.

### Question: 4

What is the main purpose of a communication matrix?

- A. To organize and clarify the paths of communication relating to a project
- B. To make sure speakers have an efficient method of communicating with the organization
- C. To ensure a project begins and ends on time
- D. To delegate responsibilities in a way that no one person is left with too much work

**Answer: A**

Explanation:

A communication matrix visually organizes what issues need to be communicated about and with whom the communication should take place. It answers questions such as what needs to be communicated, to whom does the content need to be communicated, and who is responsible for delivering the content.

The remaining answer options are incorrect. Communication matrices are not meant to ensure a project begins and ends on time, to delegate responsibilities in a way that no one person is left with too much work, or to make sure speakers have an efficient method of communicating with the organization.

### Question: 5

Which of the following best describes the purpose of a SWOT analysis?

- A. To define the primary interests of event participants
- B. To ensure all participants are able to enjoy themselves at an event
- C. To identify strengths and weaknesses as they relate to possible risks
- D. To reduce extraneous expenses

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**Answer: C**

Explanation:

A SWOT (strengths, weaknesses, opportunities, threats) analysis provides an opportunity for event professionals to consider not only the possible risks but also mitigating factors. It is similar to a combination of a risk assessment and a risk analysis.

The remaining answers are incorrect. A SWOT analysis does not examine financial aspects of events or define primary interests of event participants. It also does not aim to ensure that all event participants enjoy themselves.

### Question: 6

Which of the following is most likely to have tax benefits?

- A. Grant funding
- B. Donations
- C. Sponsorships
- D. Exhibitions

**Answer: B**

Explanation:

Donations are one possible source of event funding. They involve indirect benefits, such as acknowledgment or expectations of public relations benefits to the donor. Donations to charitable organizations may have tax benefits, depending on the specific jurisdiction.

Exhibitions, sponsorships, and grants are all possible sources of event funding but do not typically have tax benefits.

### Question: 7

Which of the following refers to a raised platform for a head table?

- A. Riser
- B. Lectern
- C. Podium
- D. Dais

**Answer: D**

Explanation:

It is important for event professionals to be aware of all types of furnishings that might be used in the context of a presentation, meeting, or other event. A dais is a raised platform for a head table. A table sitting on a dais usually includes the keynote speaker, head of the organization, and other figures important to the event.

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A lectern is a piece of furniture that offers a slant-topped reading stand for the speaker or presenter. A podium is a raised speaker's platform; free-standing lecterns are often placed on podiums. Risers are platforms gradually increasing in height in order to offer the audience a better view of the stage.

### Question: 8

The content of an event is determined by the:

- A. Suppliers
- B. Budget
- C. Objectives
- D. Audience

**Answer: C**

Explanation:

The content of an event should be determined by its objectives. To choose the proper format for delivery of this content, the event planner should consider first the needs of the audience, the issues they face, and their preferred methods of learning.

The remaining answer options are incorrect. The content of an event is not determined by the audience or budget, though both of these may in an indirect way influence what and how content is delivered. Suppliers do not determine the content of an event.

### Question: 9

What impact can the failure to follow appropriate protocols have on a relationship with a stakeholder?

- A. Contract negotiations can be improved
- B. The stakeholder may try to give more money to the event organization
- C. The event planner may get to know the stakeholder on a personal level
- D. The relationship can be damaged from the start

**Answer: D**

Explanation:

When working with other cultures and customs, many differences should be considered such as business ethics, business conduct, meeting protocol, language differences, and political and legal requirements. If an event professional fails to follow appropriate protocols, the relationship with a stakeholder can be damaged from the start.

The remaining answer options are incorrect. If an event professional offends a stakeholder due to a misunderstanding of cultural conduct, contract negotiations would likely take a downturn rather than be improved. The stakeholder may try to decrease the amount of money given to the event organization, and because the relationship might be damaged, it is unlikely that the event planner would be able to get to know the stakeholder on a personal level.

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### Question: 10

Which of the following is not a purpose of a marketing plan?

- A. Defining the market for an event
- B. Outlining a strategy
- C. Adapting to change in the market
- D. Increasing attendance

<b>Answer: D</b>
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Explanation:

Attaining large numbers of participants is not always the goal of marketing plans, which are written documents outlining the situational analysis, audience, and distribution channels that will support the goals and objectives of the event. Rather than working on the finances for an event, a marketing plan defines the market for an event, outlines the strategy to reach out and keep participants, and how to adapt to change within the marketplace.

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