

## NEWS RELEASE

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### **MotivAction begins Process for Strategic Meetings Management Certification**

Minneapolis, MN (November 6, 2009) - MotivAction, a recognized leader in the meetings and events industry, participated in the inaugural Strategic Meetings Management Certification (SMMC) professional development program.

Meetings and travel professionals attended the sold-out education event at Emory University in Atlanta, which focused on the theory and practice of Strategic Meetings Management Programs (SMMP), an approach to managing corporate meeting and event activities and processes.

The SMMC program consists of two core weeks and elective classes. The curriculum is designed to drive further development of accepted best practices, lead to creative new "next-practices," and enhance communication and leadership skills in developing and implementing global meeting policies, workflows and technologies. Upon completion of the course, graduates will earn the SMMC designation, indicating a proficiency in strategic meetings management.

Joseph F. Keller, president & COO of MotivAction, believes that the future of SMMP will change the face of corporate events and meetings. "Earning the SMMC designation is a critical path forward for our company. It will allow us to offer more effective options for corporations interested in saving money and resources on their meetings management."

MotivAction is a performance improvement company engaged by organizations looking to improve results through people. Headquartered in Minneapolis, MotivAction has been delivering meetings and events, incentives and recognition, and learning services to many FORTUNE 1000 companies for over 30 years.

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