

Online Credentialing Conference October 27-30, 2008

Is certification right for your organization? What are the industry trends? Are there quality standards? What are the legal implications around certification programs? How does one develop a valid, reliable and fair test? What are the best marketing techniques? Are these questions keeping you up at night? If so, then you can't afford to miss ASAE & The Center's *first* Online Credentialing Conference. The program is jam-packed with the essentials for anyone who is considering developing a certification program or has a new or immature program.

Join the top experts in certification for this unprecedented online conference devoted to helping you get started in certification or take your newly developed program to the next level.

How is this Online Conference Structured?

Held online over four days via webinars and online chats, you will have the opportunity to connect with executives like you and get your questions answered by a group of experts on the topic of credentialing and certification. So, what can you expect?

- Two live webinars will be held each day (October 27-30, 2008). Each webinar is an hour long and will be conducted over the phone and computer at 12pm and 4pm EST each day.
- Two one hour online chats (instant messaging format) with content leaders and peers to get your questions answered.
- Access abundant resources, handouts and reference materials you can peruse at any time.
- Ability to post questions and make connections with fellow participants and content leaders at any time
- Access to recorded webinars, reference materials and more for up to one week following the program.

Why Participate?

Gain an understanding of the many elements involved in credentialing and certification programs such as:

- Similarities and differences among the credentialing options
- How to run a legally defensible professional certification program
- Maintaining the validity of your exam
- The fundamentals of benchmarking quality certification programs
- Marketing strategies
- Future trends in the industry

Thursday, October 23, 2008

On Your Own

Login and Get Orientated

As an attendee, you will receive a login ID and password to access the online conference. Over the next few days take the time to login, set up your profile and watch the orientation video so are you familiar and comfortable with the online platform before the conference kicks off on October 27th.

Monday, October 27, 2008 from 12:00 – 1:00 p.m. EST

WEBINAR

The Credentialing Landscape

Certification, registration, certificate programs, accreditation, and licensure. What do they all mean? Learn the similarities and differences among the credentialing options and discover when each is or is not appropriate and effective for your organization.

Mickie Rops, CAE, President and Principal Consultant, Mickie Rops Consulting Inc.

Monday, October 27, 2008 from 4:00 – 5:00 p.m. EST WEBINAR

Key Legal Issues on Professional Certification Programs

Hear from a leading authority in credentialing on the basic legal issues you need to know in order to run a legally defensible professional certification program. Topics will include governance, tax exemption, antitrust, due process, tort liability, intellectual property issues (copyright and trademark), Americans with Disabilities Act, insurance issues, and more.

Jefferson Glassie, J.D., partner, Pillsbury Winthrop Shaw Pittman, LLP

Tuesday, October 28, 2008 from 10:00 – 11:00 a.m. EST ONLINE CHAT-Instant Messaging

Online Chat – Checking In

After participating in the first day of this program, join us online for an instant messaging chat with content leaders to get any questions up to this point answered.

Tuesday, October 28, 2008 from 12:00 – 1:00 p.m. EST WEBINAR

Maintaining the Validity of Your Examination

What is required for a valid certification exam? What do sound psychometrics actually mean? Once your examination is launched, there are several follow up steps that are necessary to maintaining a valid and reliable instrument. Learn the effective practices for keeping your exam current and reliable.

Lynn Webb, EdD, Testing Consultant

Tuesday, October 28, 2008 from 4:00 – 5:00 p.m. EST WEBINAR

Benchmarks of Quality: What Standards Do Standard Setters Follow and Why?

As you continue to think about developing your certification program, or if you have already launched it and are wondering about its perception in the market, this session will address the principles and fundamentals of benchmarking quality certification programs. Gain an understanding of accreditation standards for certification programs and the importance of quality to the marketability, credibility, and integrity of your program.

Denise Fandel, CAE, Executive Director, Board of Certification, Inc.

Christine D. Niero, PhD, Vice President, Professional Certification and Client Development, Professional Testing

Wednesday, October 29, 2008 from 10:00 – 11:00 a.m. EST ONLINE CHAT-Instant Messaging

Online Chat – Checking In

You are halfway through this conference and probably have had some questions pop up so join us online for an instant messaging chat to ask your questions and connect with fellow participants and content leaders.

Wednesday, October 29, 2008 from 12:00 – 1:00 p.m. EST WEBINAR

Hindsight is 20/20: Things I Wish I Knew When I Started in Certification

Hear a CEO's firsthand experience about lessons she's learned along the way and what she knows now that she wished somebody would have told her back when she started in certification. Discuss the importance of moving from a membership to a certification mindset, the key elements in establishing a successful program, and how to get the right people on your board.

Shannon Carter, CAE, executive director, Competency and Credentialing Institute

Wednesday, October 29, 2008 from 4:00 – 5:00 p.m. EST **WEBINAR**

Marketing Your Certification Program

Success in the business of certification requires more than a carefully developed program. Without a high-impact marketing plan, your credential may never reach its potential. Discover how to accelerate the success of your certification program by implementing a comprehensive marketing plan incorporating both traditional and leading-edge marketing techniques.

Lenora G. Knapp, PhD, President, Knapp & Associates International, Inc.

Thursday, October 30, 2008 from 12:00 – 1:00 p.m. EST **WEBINAR**

Looking Into the Crystal Ball

Look out into the future and learn about new and exciting trends in the industry that may have affect your current plans or future assumptions about your program. Trends related to workforce demographics, staffing needs, growth projections, regulations, governance and much more will be examined. Having an understanding of potential directions of the industry will help to further develop your organization's vision and strategy.

Jim Kendzel, MPH, SPHR, Executive Director, National Organization for Competency Assurance

Thursday, October 30, 2008 from 4:00 – 5:00 p.m. EST **WEBINAR**

Ask the Experts Your Lingering Questions

After several days of learning, you probably have some questions you would like answered. Join us for an informal Q&A webinar to ask a few of the programs' content leaders any lingering questions you may have.

Should you have questions please contact Megan Denhardt at mdenhardt@asecenter.org