



Incentive Marketing Association

**CERTIFIED PROFESSIONAL OF INCENTIVE MANAGEMENT
(CPIM)
ASSESSMENT TOOL – APPENDIX A - 2009**

Incentive Field Experience/Leadership/ Continuing Education Mandatory 100 Points	General Point Allocation	Candidate's Points
<p><u>INCENTIVE FIELD EXPERIENCE</u></p> <p>Minimum points in this category - 30 Maximum points in this category - 45</p>		
<p>Years in Incentive Marketplace</p>	<p>Three points per year</p>	
<p>Current Special Markets Position <i>(Select the one that best fits your current area of responsibility.)</i></p> <p>President/VP/Director/Manager/Rep Principal (Overall responsibility for the business unit)</p> <p>Account Executive</p> <p>Sales/Regional Sales</p> <p>Support</p>	<p>15</p> <p>10</p> <p>10</p> <p>5</p>	
<p>IMA Membership</p> <p>List years of membership:</p>	<p>Five points per year</p>	
<p>Membership in IMA Strategic Industry Group</p> <p>List SIG and years of membership:</p>	<p>Three points per year</p>	

<u>INCENTIVE FIELD EXPERIENCE continued</u>	General Point Allocation	Candidate's Points
<p>Membership in related Associations (SITE, PPAI, PMA, SHRM, RPI (formerly NAER), World at Work, etc.)</p> <p>List Association and years of membership:</p>	<p>Five points per year per Association</p>	
<p>Attendance at Incentive Field and Related Industry Trade Shows <small>Incentive Show, Incentive, Rewards and Recognition Show, Motivation Show, PPAI Shows, ASI Shows, Discovery, Regionals, SHRM, RPI, World at Work, etc.</small></p> <p>List show(s) and year(s) attended:</p>	<p>Two points per show</p>	
<p>Exhibitor at Incentive Field and Related Industry Trade Shows <small>Incentive Show, Incentive, Rewards and Recognition Show, Motivation Show, PPAI Shows, ASI Shows, Discovery, Regionals, SHRM, RPI, World at Work, etc.</small></p> <p>List show(s) and year(s) exhibited:</p>	<p>Two points per show</p>	
<p>Total # of Points for Incentive Field Experience Minimum points in this category – 30 Maximum points in this category – 45</p>		

<p><u>INCENTIVE FIELD LEADERSHIP</u></p> <p>Minimum points in this category – 25 Maximum points in this category – 50</p>	<p>General Point Allocation</p>	<p>Candidate's Points</p>
<p>Incentive Field Association/SIG Task Force/Committee Participation 1995 to present.</p> <p>List committee(s) and year(s) of participation:</p>	<p>5 points per Task Force/Committee assignment per year</p>	
<p>Chair of Incentive Field Association/SIG Task Force/Committee 1995 to present.</p> <p>List committee(s) and year(s) of served as Chair:</p>	<p>10 points per Task Force/Committee Chair assignment per year</p>	
<p>Panelist for Industry Seminars (Summit, Marketing Conference, Trade Shows, etc.)</p> <p>List seminar title/event/year:</p>	<p>3 points per Panelist assignment per year</p>	
<p>Seminar presenter for Industry Seminars (Summit, Marketing Conference, Trade Shows, etc.)</p> <p>List seminar title/event/year:</p>	<p>10 points per Presentation</p>	

<u>INCENTIVE FIELD LEADERSHIP continued</u>	General Point Allocation	Candidate's Points
<p>Member of Industry Association/SIG Board of Directors</p> <p>List organization and year(s) served:</p>	<p>10 points for each year served as a Director.</p>	
<p>List and describe additional experiences (with dates) applicable to developing and using leadership skills:</p> <p>For example, leadership positions held with school, church, business group organizations and or associations.</p>	<p>10 points per Director/Elected Official per year</p> <p>5 points per Chair assignment per year</p> <p>3 points per Committee assignment per year</p>	
<p>Total # of Points for Incentive Field Leadership Minimum points in this category – 25 Maximum points in this category – 50</p>		

<u>CONTINUING EDUCATION</u> Minimum points in this category – 25 Maximum points in this category - 50	General Point Allocation in this Category	Candidate's Points
Advanced Degrees (Choose the highest degree attained.) Associate Degree BA Degree MBA PhD List institution and year highest degree was earned:	5 10 15 20	
College work or Post-college graduate courses List institution, course title, and year course work was completed:	2 points per course	
Completed IMA Strategic Incentive Program Design or Principles of Incentive Program Design Seminar List date of completion:	10	
Participation in IMA Summit List year(s) attended:	5 points per Summit	
Participation in IMRA Marketing Conference (1995 – Present) List year(s) attended:	5 points per Marketing Conference	
Participation in Incentive Field and/or related industry annual conferences (PPAI, Regionals, SHRM, RPI, formerly NAER), World at Work, PMA, SITE, etc) List organization(s) and year(s) attended:	5 points per annual conference	

<u>CONTINUING EDUCATION continued</u>	General Point Allocation in this Category	Candidate's Points
Participation in incentive field seminars/Webinars List sponsoring group seminar title(s) and date(s):	3 points per seminar	
Participation in general (not affiliated with an Incentive Field association) Sales and Marketing Seminars from 1995 to present. List seminar title(s) and year(s) of participation:	3 points per seminar	
Total # of Points Continuing Education: Minimum points in this category – 25 Maximum points in this category - 50		

ASSESSMENT SUMMARY	General Point Allocation in this Category	Candidate's Points
INCENTIVE FIELD EXPERIENCE	30 - 45	
INCENTIVE FIELD LEADERSHIP	25 - 50	
CONTINUING EDUCATION	25 - 50	
TOTAL POINTS NEEDED COMBINING ALL CATEGORIES - 100		

To the best of my knowledge, the information provided on this form is correct.

Candidate's Signature Date

Intentional misrepresentation of any information on the CPIM Application Form will disqualify the candidate.