

begin your application business event strategist

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Welcome to the application for PCMA Business Event Strategist Certification (BES), the gold standard in the global business events industry, recognizing your ability to shape strategy, influence stakeholders, and drive measurable business results.

Before you begin: Please review the [Capstone Project Overview PDF](#) and the [Capstone Examples PDF](#) to understand project requirements if you are accepted for the BES Certification.

To apply, you must meet **ALL** of the following criteria:

- 10+ years' experience in the business events industry
- 3+ years in a strategic role
- 5+ years' experience in a leadership role leading direct reports and/or event teams
- 5+ years of leading the business and financial aspects of a team, including department and/or event P&L responsibilities

The business events industry encompasses events that are specifically designed to foster professional relationships, share industry knowledge, promote products or services, and drive organizational objectives, including:

- events
- conventions
- entertainment
- hospitality
- travel
- incentives
- groups
- special events
- production
- exhibition
- trade shows
- seminars
- labor
- management
- corporate events
- medical
- government
- technology provider
- promotion
- marketing
- sales
- festivals
- concerts
- theaters

The business events industry does NOT encompass other types of events that serve different purposes for individuals and communities, including:

- weddings
- graduations
- religious ceremonies
- community events
- personal celebrations
- birthday parties

This application has 9 sections, which include the following categories:

- Professional Experience
- Volunteerism
- Continuing Education
- Thought Leadership
- Industry Recognition

You will have the ability to save, edit and revisit your entry before you submit.

PCMA will contact you with your application decision by the notification window outlined in our FAQs [here](#).

I am applying for the following Capstone Assessment: *(Required)*

- Application window March 16- June 16 (If accepted, Capstone Assessment Deadline October 1)
- Application window June 17 - August 31 (If accepted, Capstone Assessment Deadline December 15, 2026)
- Application window September 15 - November 15 (If accepted, Capstone Assessment Deadline March 1, 2027)

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Professional Experience

Years of experience may be consecutive or nonconsecutive.

Do you have 10+ years' experience in the business events industry? *(Required)*

- Yes
 No

Please provide supporting examples for the criteria above, including the corresponding years and all relevant information. *(Required)*

If you are providing supporting files, please be sure that the file is labeled to match the supporting example text.

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Do you have 3+ years' experience in a strategic role (a role that focuses on the long-term direction, high-level planning, and overall health of an organization rather than day-to-day tasks)? *(Required)*

- Yes
 No

Please provide supporting examples for the criteria above, including the corresponding years and all relevant information. *(Required)*

If you are providing supporting files, please be sure that the file is labeled to match the supporting example text.

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Do you have 5+ years' experience in a leadership role managing direct reports and/or event teams? *(Required)*

- Yes
 No

Please provide supporting examples for the criteria above, including the corresponding years and all relevant information. *(Required)*

If you are providing supporting files, please be sure that the file is labeled to match the supporting example text.

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Do you have 5+ years' experience in leading business and financial aspects of a team, including department and/or event P&L responsibilities? *(Required)*

- Yes
 No

Please provide supporting examples for the criteria above, including the corresponding years and all relevant information. *(Required)*

If you are providing supporting files, please be sure that the file is labeled to match the supporting example text.

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Application Demographics

First Name *(Required)*

Last Name *(Required)*

Email *(Required)*

Phone *(Required)*

Country of Residence *(Required)*

Professional Title *(Required)*

Company *(Required)*

LinkedIn Profile URL *(Required)*

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Volunteerism

Please provide all relevant information and documentation for the following sections. If a section does not apply to you, simply state N/A in the text box:

Participation in Boards (governing body such as executive committees and board of directors, but not advisory boards) WITHIN the business events industry. *(Required)*

Please describe how your entry demonstrates impact through measurable outcomes or meaningful change, and relevance through its alignment with current needs, priorities, or challenges. Must provide what years you served.

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Participation in Boards (governing body such as executive committees and board of directors, but not advisory boards) OUTSIDE the business events industry. *(Required)*

Please describe how your entry demonstrates impact through measurable outcomes or meaningful change, and relevance through its alignment with current needs, priorities, or challenges. Must provide what years you served.

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Demonstration of mentorship and supporting the future of the business events industry. *(Required)*

Please describe how your entry demonstrates impact through measurable outcomes or meaningful change, and relevance through its alignment with current needs, priorities, or challenges. Must provide what years you served.

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Participation in special committees such as task forces and advisory boards/councils. *(Required)*

Please describe how your entry demonstrates impact through measurable outcomes or meaningful change, and relevance through its alignment with current needs, priorities, or challenges. Must provide what years you served.

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Participation in business events industry advocacy (public support for a particular cause or policy as it relates to or impacts business events industry). *(Required)*

Please describe how your entry demonstrates impact through measurable outcomes or meaningful change, and relevance through its alignment with current needs, priorities, or challenges. Must provide what years you served.

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Commitment to Continuing Education

Please provide all relevant information and documentation for the following sections. If a section does not apply to you, simply state N/A in the text box:

Attainment of relevant certificates, certifications, credentials, accreditations or licenses within the business event industry and beyond as it pertains to the application criteria. *(Required)*

Please describe how your entry demonstrates impact through measurable outcomes or meaningful change, and relevance through its alignment with current needs, priorities, or challenges. Must provide in what year(s).

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Participation in continuing education to enhance your strategic knowledge, including industry annual meetings, regional education events, and coursework. *(Required)*

Please describe how your entry demonstrates impact through measurable outcomes or meaningful change, and relevance through its alignment with current needs, priorities, or challenges. Must provide in what year(s).

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Participation in asynchronous and self-paced education efforts to drive strategic knowledge profile, including other relevant learning opportunities (Online learning, books, LinkedIn Learning). *(Required)*

Please describe how your entry demonstrates impact through measurable outcomes or meaningful change, and relevance through its alignment with current needs, priorities, or challenges. Must provide in what year(s).

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Thought Leadership

Please provide all relevant information and documentation for the following sections. If a section does not apply to you, simply state N/A in the text box:

Participated as a speaker or panelist at industry events. *(Required)*

Please describe how your entry demonstrates impact through measurable outcomes or meaningful change, and relevance through its alignment with current needs, priorities, or challenges. Must provide in what year(s).

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Produced formal written contributions to thought leadership, including books, articles, white papers, industry reports, and conference papers. *(Required)*

Please describe how your entry demonstrates impact through measurable outcomes or meaningful change, and relevance through its alignment with current needs, priorities, or challenges. Must provide in what year(s).

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Provided informal written contributions to thought leadership, including LinkedIn content, blogs, chapter magazines, and other organic written materials. *(Required)*

Please describe how your entry demonstrates impact through measurable outcomes or meaningful change, and relevance through its alignment with current needs, priorities, or challenges. Must provide in what year(s).

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Business Events Industry Recognition

Please provide all relevant information and documentation for the following sections. If a section does not apply to you, simply state N/A in the text box:

Received industry recognition for contributions to the business events sector, including awards, honors, and other formal acknowledgments not solely based on tenure. (Required)

Please describe how your entry demonstrates impact through measurable outcomes or meaningful change, and relevance through its alignment with current needs, priorities, or challenges. Must provide in what year(s).

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Capstone Submission Topic

What Capstone topic would you pursue if accepted into the program?

This helps us understand your interests. Your response is non-binding, and you can revise your project topic after acceptance.

Do you need any special accommodations for the Capstone Project?

If yes, please describe what you need (for example, a disability, language translation needs or medical condition). This will not affect your application. It only helps us plan and provide the support you need. Your response will be kept confidential and shared only with the BES Certification Review Committee.

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Submission

By checking the box below, I confirm that:

- The information I provided is true and correct to the best of my knowledge.
- I understand that any willful dishonesty may render this application null and void.
- I understand and agree to the following fees:
 - Non-refundable \$350 application fee.
 - If approved, the Capstone Assessment fee will be \$525, with a \$250 resubmission fee if additional review is necessary.
 - \$195 recertification fee every three years.

Applicant Acknowledgement *(Required)*

I certify that I have read and agree to the statements above, and that checking this box constitutes my electronic signature.

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SUBMIT AND PAY APPLICATION FEE

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