

CEM - Certified Exhibition Manager Practice Test Questions and Answers

1. What is the first step in exhibition design?

- A) Designing the booth layout.
- B) Understanding the event's objectives and target audience.
- C) Choosing the booth materials.
- D) Selecting the event venue.

2. What is the role of safety in event logistics?

- A) To limit attendee participation.
- B) To ensure a safe environment for all involved in the event.
- C) To reduce event costs.
- D) To avoid communication with attendees.

3. Why is communication crucial in event logistics?

- A) It reduces attendee engagement.
- B) It ensures all stakeholders are aligned and informed.
- C) It delays the setup.
- D) It increases event complexity.

4. How should a CEM manager address underperformance?

- A) Ignore until reviews
- B) Provide timely feedback with support and a clear improvement plan
- C) Immediately reassign
- D) Address publicly

Answers: 1-B 2-B 3-B 4-B

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