

## Reading Assignment Checklist

**Code:**

PMM5 - *Professional Meeting Management*®, Fifth Edition  
 ASAE – *Principles of Association Management*, Fourth Edition

**Note: Use this checklist to track your reading assignments.  
 It will help to motivate you to keep going to the finish.**

Completed	Module #	Title	Book/Article	Chapter #	Title
	<b>1</b>	Overview of Associations	ASAE	<b>1</b>	The Unique Nature of Associations.
			ASAE	<b>2</b>	Governance Structures and Volunteer Roles
			ASAE	<b>3</b>	Staff Structure and Roles
			ASAE & Center		Associations in a Nutshell
			GWSAE D. Ducate		The End of the Halo Effect
			Association Charts		Association Distribution by Budget Geographic Distribution of Trade and Professional Associations Growth of Association
			<i>Convene</i> - E.J. Siwek		How Can You Make the Most of E-Learning
			<i>Convene</i> - R. Ensman		How Much Do You Know About the History of Associations?
			<i>Convene</i> P. Shure		Associations: Often Misunderstood and Frequently Overlooked.
			<b>2</b>	Structure and Organization	ASAE
	ASAE	<b>10</b>			Voluntary Standards
	ASAE	<b>13</b>			Government Relations
	ASAE	<b>16</b>			Strategic Planning
	The Forbes Group				Throw Out the Old Traditional Association Modules for the 21 <sup>st</sup> Century
	The Forbes Group				Models for the Association of the 21st Century Part II: Non-Traditional
	Scoreknox.org				Serving on a Nonprofit Board of Directors
	G. Nichols				Trends in Association Governance
	Chart				Association Organization Chart
	<b>3</b>	Opportunities and Threats			ASAE
			ASAE Foundation		10 Measures of a Successful Association Community
			The Forbes Group		Preparing for an Open-Range Future
			Executive Update		Getting Aggressive About Growth
			AAIP		Interview Questions and Answers
			AAIP		Case Study

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Completed	Module #	Title	Book/Article	Chapter #	Title
			ASAE Foundation		From Scan to Plan: Integrating Trends Into the Strategy-Making Process
			<i>Executive Update</i>		Becoming the First Call: Forging Unshakable Member Loyalty
	<b>4</b>	Role of Meetings / Adults as Learners	PMM5	<b>2</b>	Starting with the End in Mind: Creating Objectives for Meetings and Events.
			PMM5	<b>18</b>	Strategies to Embrace the Adult Learner
			PMM5	<b>23</b>	The Environment for Meetings and Events
			PMM5	<b>26</b>	Food and Beverage Arrangement
			ASAE	<b>9</b>	Education and Meetings
			PCMA		Perceptual Modality Indicator
			<b>5</b>	Future of Communication	PMM5
	<i>Convene</i> M. Russell				Annual Meeting Market Survey
	<i>Successful Meetings</i>				State of the Industry Report
	<i>Convene</i> J. Cufaude				Dawn of the Right-Brained Meeting
	<i>Executive Update</i> J. Allert				Behind the Firewall
	<i>Convene</i> J. De Cagna				The New Language of Innovation
	<b>6</b>	Sarbanes-Oxley and Ethics			PMM5
			<i>Forum</i>		NGE Law Review Q & A
			J.R. Mandel		NGE Legal Responsibilities of Board Members
			Neal, Gerber & Eisenberg, LLP		NGE Corporate Responsibility: Avoiding Holes in Your SOX
	<b>7</b>	Cultural Diversity and International Meetings	PMM5	16	International Meetings, Conventions, and Exhibitions
			PMM5	22	Multicultural Aspects of Meetings
			<i>Convene</i> M. Golding		Meetings Industry Forecast 2008, Knowledge is Power
			<i>Convene</i> M. Golding		Meetings Industry Forecast, 2008 Travel Forecast
			<i>Forum</i> S. Boyd		Communicating Across Cultures.

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Completed	Module #	Title	Book/Article	Chapter #	Title
			<i>EXPO Expo Magazine</i> P. Sherman		Marketing to Multicultural Audiences
			Incentives, Rewards, and Expo		How to Plan an Overseas Meeting
			Incentives, Rewards, and Expo		Hosting Multicultural Meetings and Events
	<b>8</b>	Relationship Selling and the Value Proposition	PMM5	22	Multicultural Aspects of Meetings.
			K. H. Hammonds		Fast Company: Value Propositions
			<i>Small Business Success</i>		Relationship Selling: The Path to Sales Success
			M. Galante		From Transactional to Consultative Selling
			B. Terres		Relationship Selling
			N. Rackham		Consultative versus Transactional Selling" Chart.
			B. Buzogany		The Value Proposition and Your Bottom Line
			N. A.		Relationship Selling Soup to Nuts

**Congratulations! You have just finished!**