



NEWS RELEASE

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Travel Portland VP becomes First CVB Executive to Achieve CDMP Certification

PORTLAND, ORE. – Michael C. Smith, Travel Portland’s vice president of convention sales, recently became the nation’s first convention and visitors bureau staff member to achieve Certified Diversity Meeting Professional (CDMP) accreditation from the International Association of Hispanic Meeting Professionals (IAHMP).

Smith received his certification in December, following the completion of the CDMP certification program at IAHMP’s 2009 Educational Conference. The CDMP course is designed to help travel industry professionals better understand and work with meeting planners whose cultures, traditions and backgrounds may be very different from their own. Topics range from the importance of meeting facilities with kosher kitchens for Jewish conferences to the significance of certain colors to various cultural groups.

“Obviously, a certification course can’t address every possible cultural contingency,” said Smith. “But the CDMP program does do a great job of encouraging us to think more carefully and thoughtfully about what our clients might want or need. It reminds us to not make assumptions based solely on our own upbringing or experiences.”

The CDMP certification, which was launched in the United States in 2008, is the only industry certification that focuses on diversity and sustainability issues as key skills for successful meeting planning. The certification was first offered as a master’s-level class at the University of Lisbon, Portugal, in 2007. For more information on IAHMP or the CDMP certification, visit www.iahmp.org.

Travel Portland is the official destination marketing organization for Portland and the Greater Portland Region. Its mission is to strengthen the local economy by marketing the metropolitan Portland area as a preferred destination for meetings, conventions and leisure travel. For more information on Travel Portland, visit www.travelportland.com.

For a high-res headshot of Michael Smith, click [here](#). ###

