



## **FERNANDO COMPEAN, CITE, CIS, CITP, CMM, CMP, CMS, CCM**

A Major in Tourism. He is the owner of four prestigious companies dedicated to Tourism and specialized in Meetings and Incentive Travel dating back to 1985.

He is considered one of the most knowledgeable and influential leaders in tourism in the 6th. most visited country in the world: Mexico and the most influential in the Meetings and Events Industry of Mexico and Latin America.

### **CREDENTIALS**

With 43 years in the meetings industry in 2016 he holds the following certifications: The three credentials ( by Society for Incentive Travel Excellence ): CITE, CITP and CIS ( Certified Incentive Travel Executive, Certified Incentive Travel Professional and Certified Incentive Specialist ). MPI credential ( by Meeting Professionals International ) as a CMM ( Certified Meetings Manager. The EIC credential ( Events Industry Council ): CMP ( Certified Meeting Professional ). The credentials by the magazine Convenciones and the Universidad Intercontinental: CMS certification ( Certified Meetings Specialist ) and CCM ( Certified in Congress Management ):

For 25 years he owned and managed one of the very few Incentive Houses in Mexico: **Avanti Meetings and Incentives ( Avanti Plus, S.A. de C.V. )**

### **BRANDS CREATED AND OWNED**

*Meeting place Mexico*, The regional tradeshows  
*The Industry Awards Gala Dinner of Mexico*  
*Clinic and Golf Tournament* of the Mexico Meetings Industry  
*Rapidxpert.com* the online learning platform for meetings and events

*Meetingsoutlet.com* the meetings and events buying engine  
*Software4meetings.com* The repository of apps and platforms for our industry.  
*Meetings & Events Institute* The in person learning concentration of the most needed certifications of our industry ( meetingsi.com )

## **EDUCATION DESIGNED FOR THE INDUSTRY**

a ) Concilios, b ) Coloquio, c ) Leader´s Forum, d ) The Congress of meeting Planners.  
(Events based on education and strategic information).

Meetingsmexico.com

Meetingplacemexico.com

CMS, Certified Meetings Specialist

CCM, Certified in Congress Management

CES, Certificate in Event Sustainability

Rapidxpert.com

## **PUBLICATIONS**

ConvencioneS the printed magazine

GIROS, the printed newspaper

The Meetings and Incentives Weekly, e-newsletter

The Meetings and Incentives facilities Guide of Mexico and Central America

The Club of Notables CMS e-newsletter

## **ASSOCIATION INVOLVEMENT**

President of the Mexican Tourism Press Association for two years: in 2001 and 2002.

President of Site Mexico Chapter in 2003 and 2004 and being awarded with several global recognitions: “Chapter of the Year”, “honorable mention in Education” and getting the prize “the highest membership growth”.

Invited by the then SITE President Roger Tondeur and then voted in to join as member of the International *Board of Directors* of SITE ( Society for Incentive Travel Excellence ) from 2003-2008 for 5 years.

Founding President in 2010 of the only non for profit Foundation in Mexico specialized in the study of the domestic market of the Meetings and Events Industry: iitr, Institute of Research of the Meetings and Events Industry of Mexico.

## **AUTHOR OF BOOKS**

Considered one of the most prolific writers and author on meetings and events through articles, editorials, for international magazines, newsletters, newspapers and 5 books:

Co- Author of the book Organización de Reuniones, Convenciones, Congresos, Seminarios Edited and Published by Editorial Trillas, S.A. de C.V in 1991.

Author of the book on meetings and events: "Convenciones a Lápiz" Edited and Published by Mundo Editorial, S.A. de C.V August 2002

Book on meetings and events describing "the 15 basic things": "El libro Rojo del Turismo de Reuniones...15 Cosas básicas y más" Edited and Published by Mundo Editorial, S.A. de C.V August 2010. 5,000 issues and undergoing the third re-edition.

Book on green meetings: "LA GUIA VERDE...100 y Un tips para planear eventos ecosustentables". Edited and Published by Mundo Editorial, S.A. de C.V August 2010. 5,000

Author of the book on meetings and events: "MEETINGS, The practical guide for meeting planners" Edited and Published by Mundo Editorial, S.A. de C.V August 2015

#### AUTHORED ARTICLES:

Mr. Compean has written and published over 4000 articles in different publications domestically and internationally.

#### **Digital Weekly newsletter**

Over 700 articles on meetings and events (Every week since 2005 ) in the "Meetings and Incentives Weekly by Fernando Compean"  
<http://www.meetingsmexico.com/Weekly/weeklyotros.htm>

#### **CIS Community Digital Monthly Newsletter**

Over 70 articles on meetings and events (Every month since 2013 )  
[http://www.sitecis.com/CIS\\_Community\\_Monthly/24/](http://www.sitecis.com/CIS_Community_Monthly/24/)

#### **CMS Digital Monthly Newsletter**

50 articles on meetings and events (Every month since 2010 ) in the Club de Notables CMS Newsletter.  
<http://www.meetingsmexico.com/ClubdeNotablesCMS/newsletter/54/>

#### **Printed and Digital Every two months articles**

1800 articles total in 3 articles per issue on meetings and events (Every two months since 1995) in the Magazine "Convenciones Latinoamerica".  
<http://meetingsmexico.com/wam/revista>

#### **Printed and Digital Quarterly Articles**

1352 articles on meetings and events (Every fifteen days since 2005 ) in the Newspaper "GIROS, Turismo y Convenciones".  
<http://meetingsmexico.com/wam/revista/Main.php?MagID=2&MagNo=2>

## **DESIGNER OF CONTINUING EDUCATION**

1. In 2004 he designs the Graduate Degree Congresses and Conventions in society with the CESSA, Centro de Estudios Superiores de San Angel in Mexico.
2. In 2011 comes the CMS, Certified Meetings Specialist. The entry level certification of Meetings and events in general with over 5,000 certified professionals, the second with more certified professionals in the world after the CMP.
3. In 2012 comes the CIS, Certified Incentive Specialist, the entry level to Incentive Programs and Incentive Travel ( on behalf of SITE ) with over 2000 certified professionals from 47 countries in these years.
4. In 2017 comes the CCM, Certified in Congress Management, The entry level certification of Association Congresses with 500 certified professionals in these years.
5. In 2017 his company launches “Ep”, (Potential Entrepreneurs) an education program teaching students basic skills and knowledge to become entrepreneurs.
6. In 2017 comes the CES, Certificate in Events Sustainability, The entry level certification of Association Congresses with 120 professionals in these years.
7. In 2017 enters the Meetings & Events Institute where all these “in person” certifications or some of them are simultaneously offered itinerantly in different countries and cities of Latin America.

## **AWARDS AND RECOGNITIONS**

In 2002 he was awarded by President Vicente Fox of Mexico the "best Tourism Communicator of Mexico" once in a lifetime achievement award.

As President of Site Mexico Chapter in 2003 and 2004 he received various recognitions on behalf of the Chapter, such as the Best Chapter of The Year in 2004 and the diploma for Education, as well as the award for adding more new members in the world.

In 2009 he was privileged to be one of three contenders to receive the coveted Presidente Miguel Aleman "Gold Medal of Tourism Merit" for his contribution to the rapid recovery of the image of Mexico in the wake of the H1N1 virus crises, receiving a certificate of "Honorary Mention".

In February 2010 he received an award by the Mexican Association of Convention and Visitor's Bureau's ( AMDEM ) for his contribution to the development of the Meetings and Events Industry of Mexico through his publications and business oriented events.

In 2013 he was awarded the Gold Medal of Entrepreneurial Achievement in Tourism by the San Miguel de Allende Hotel Association.

The highest standard of excellence from SITE was presented to Mr. Compean, during the IMEX Gala Awards night in Frankfurt, Germany, 22 May 2013. The "Site Master Motivator" award recognizes an individual in the motivational events and incentive travel industry who serves as an ambassador of progress and betterment for the community.

In 2016 he receives an honourable mention from SKAL International for his contribution to sustainability in Latin America.

Designated as the recipient of the "Mexico City Tourism Award 2016" granted by the government of the city for his contribution to the development of Tourism.