

# RECERTIFICATION GUIDELINES

## THE IMPORTANCE OF CPSM RECERTIFICATION

The field of professional services marketing is constantly evolving, and the depth of knowledge and skill needed for success in today's market is extensive. Remaining a Certified Professional Services Marketer (CPSM) demonstrates your commitment to strengthening your knowledge and skills with the latest developments within the SMPS Domains of Practice, while staying competitive in your profession and industry. Failure to recertify will result in revocation of the CPSM designation.

## KNOW WHEN IT'S TIME TO RECERTIFY

All CPSMs must renew their certification every three years. To fulfill this requirement, you must earn Continuing Education Units (CEUs) by December 31, every third year after your official certification date. For example, if you were originally certified in 2019, you must be recertified by December 31, 2022, then again by December 31, 2025. Credits earned in one three-year certification cycle may not be carried forward to another three-year cycle. You can easily track credits earned online by following the steps below in the section called "Keeping Track of Your CEUs".

## OBTAINING YOUR CEUs

In keeping with the high standards of the certification program, CPSMs are required to accumulate a minimum of 50 CEUs over a three-year period. CEUs may be earned through in-person or virtual educational programming by SMPS or other organizations. The educational programs must encompass the SMPS Domains of Practice. There is no minimum number of CEUs required in any one domain.

One continuing education unit is awarded for each hour of interaction between a learner and an instructor. For purposes of calculating CEUs, breaks, meals, and social/networking time cannot be included in the instruction time. A presentation during a meal function can be counted for the length of the presentation only. Meeting time devoted to chapter business and committee activities cannot be counted.

## KEEPING TRACK OF YOUR CEUs

- CPSMs must maintain a portfolio of CEUs earned during the recertification cycle. CEUs can be recorded in the SMPS Online Recertification System. CPSMs will receive their account information from Professional Testing Corporation (PTC).
- CPSMs should keep the documentation for all CEUs claimed for recertification. This documentation will be required if you are selected for audit by PTC.

## ALTERNATIVE WAYS TO EARN CEUs

SMPS has instituted processes so CPSMs can earn CEUs toward recertification through methods other than attendance at in-person and virtual education programs. In addition to guidelines and requirements outlined in recertification materials, the following is a list of alternative methods to earn CEUs .

- **Speaking/Moderating at Educational Events:** A maximum of 15 CEUs may be earned.
- **Writing:** A maximum of 15 CEUs may be earned.
- **Reading Articles in *Marketer*:** A maximum of 10 CEUs may be earned.
- **Archived Webinars:** 1.5 CEUs for each
- **Archived Learning Labs:** 1.0 CEU for each

## CPSM RECERTIFICATION PORTAL.

1. Log in to the SMPS Recertification Portal at <https://secure.ptcny.com/recert/clients/smps> Note: This is a separate system from the SMPS website and uses separate logins. If you have a problem logging in, or have not received your login information, contact PTC at <https://ptcny.com/contact> for help.
2. Once you have logged in, select the "Recertification Credits Tracking" tab.
3. You can then view your CPSM history and CEUs record for each certification cycle.
4. When you have enough CEUs you can submit the application and payment online.

## STEPS TO RECERTIFICATION

1. Log on to the SMPS Recertification Portal and update your profile. <https://secure.ptcny.com/recert/clients/smps>
2. Record your CEUs for the current certification cycle.
3. Once you have recorded a minimum of 50 CEUs, you are ready to recertify.
4. Fill out the recertification application and submit with your payment online.

For more information on recertification and how to earn CEUs, please visit:  
[www.smeps.org/re-certification/](http://www.smeps.org/re-certification/)