Helpful Steps to Walk You through the DES Certification Process

Step 1: Securing 25 clock hours

- For the Digital Event Strategist Certification candidates need 2.5 (or 25 clock hours). All of the classes for the DES class either via the LIVE Class or viewed on demand equal a total of 1.4 (14 clock hours). Leaving an additional 1.1 (11 clock hours) that candidates will need to watch on their own.
- As part of the DES course, you have been given 11 session credits to use in order to view on-demand session videos at no additional charge. When you select one of these sessions, it should ask you to apply one of your 11 session credits.
- Please use this spreadsheet to help keep track your Clock hours to help you calculate the total. See below in step 2.

Step 2: Submit Your Paperwork for Exam Preparation

- If you haven't already completed the DES application and fee ($175) you will need to do so online before submitting your Clock hours.
- Once you have secured all of the Clock hours required, you need to complete the paperwork for the exam. *Please allow a minimum of 3 business days for review and processing.* All recertification should be submitted to info@digitalexperienceinstitute.org
- The documents you need to submit include:
    - Clock hour Affidavit
    - DES Code of Ethics

Step 3: Scheduling Your Exam

- After your submitted documents have been approved, your exam preparation will start.
- If you haven't already paid the exam fee of $325, you can do this online here.
- The DES Final Exam is administered online through a secure virtual Proctoring Service called, ProctorU.
- Your exam will be set up and you will receive an invite from ProctorU directly to create an account and schedule your specific exam date and time.
- There is a $34 USD proctoring service fee that the candidate is responsible for paying during the time of scheduling their exam if scheduled 72 hours out or more. If you schedule within a 72 hour window, additional fees apply including: Take it Soon: (72 hour premium scheduling) + $5.00 Take it Now: (No appointment) +$8.75 to your base fee of $34 USD.
- If a test retake is requested, the ProctorU service fee needs to be paid again each time the exam is administered. The proctoring service is offered 24/7 to give you maximum flexibility.

- For ProctorU, you will need 2 forms of Identification and a web camera on your computer. No resources are allowed. We highly recommend checking out the Pre-exam Checklist and Technical Requirements prior to your exam.

Step 4: Preparing for the Final Exam

- The exam questions come from the concepts and information presented during the DES modules and through reviewing the workbooks. The workbooks and resources can be downloaded from the DES course just before, during or after the course. They are available anytime in the on demand section.
- Each module has a self-assessment with a 5-question quiz at the conclusion to assess the comprehension of the material. Each candidate needs to complete the self-assessment and evaluation to receive a clock hour for the specific module.
- We recommend taking the exam soon after the completion of the course and utilize the practice exam to help refresh.
- A complimentary practice exam is available to all candidates. You can sign up online here to start your practice exam. Practice exam link.
- The DES Practice Exam consists of multiple choice questions in the same format of the final exam. The questions are taken from the self-assessments and a refresher of the course, however the questions for the final exam will differ. A proctoring service is not required for the practice exam.

Step 5: Taking the Final Exam

- The DES final exam consists of 100 multiple choice questions. You will have 3 hours to complete the exam.
- The passing score is 70%. The score will be presented as soon as you submit your exam.
- If you don't pass and want to take a retest, you are able to do so with a maximum of 3 attempts.

Step 6: Confirmation

- After the exam, a DEI team member will reach out to you to confirm your status. If you passed the exam, you will receive an official letter and certificate.
- Candidates who receive and maintain Digital Event Strategist certifications will be listed on the DEI website, and allowed to use the "DES" acronym as an honorific following their names.

Step 7: Recertification

- Due to the rapidly changing nature of technology in general, and digital events specifically, re-certification will be required for all participants every two years from the final exam date.

- Re-certification will require 20 clock hours of "new" digital-related continuing education programs, with an average of 10 clock hours per year.
- There is a $150 recertification fee required during the time of submission of the Clock hours. It can be paid online here.
- Programming may include online and/or onsite education programs through the Digital Experience Institute or other event management organizations as approved by DEI. No exam will be required if certification is renewed within 60 days of certification expiration date.
- All DEI produced educational sessions are pre-approved for Clock hours, *(please note, Tech Spots are not included).* The recertification clock hours must be focused on more advanced digital event education supporting the development and evolving education required to be a strategist in this space.
- DEI will be producing education throughout the year with opportunities for clock hours including: 4 DEI webinars, the Digital Experience Institute Summit (5 clock hours) in November, Convening Leaders DEI sessions in January (total clock hours- TBD), PCMA Education Conference June (1 clock hour), and other potential opportunities.
- Other digital or event hybrid education can be submitted for review and approval at the discretion of DEI. Please note, product driven industry webinars and entry-level education do not qualify.

If you have any additional please contact info@digitalexperienceinstitute.org or 312.423.7272 at any time.