

# CPSM REACTIVATION PROCEDURES

## Certified Professional Services Marketer Program



Society for Marketing  
Professional Services

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### BACKGROUND

Upon passing the CPSM examination, each CPSM is required to earn 50 Continuing Education Units (CEUs) in areas related to the SMPS Domains of Practice for Professional Services Marketers every three years, retain documentation for these CEUs, and submit this documentation along with a recertification application and the appropriate fee to SMPS Headquarters. These 50 CEUs need to be accumulated by December 31 of the third year following the taking (and passing) of the examination and every third year following recertification. The documentation, application, and fee are submitted to the SMPS Headquarters by March 31 following the expiration date of the certification.

### POLICY

If an individual does not apply for recertification by the deadline, his/her CPSM status becomes inactive. He/she can no longer use the CPSM designation professionally or personally or receive any of the rights and privileges of the CPSM program.

### PROCEDURE

Once a CPSM's certification has become inactive, the individual may reactivate the certification by taking the following steps:

- Submit a CPSM **Reactivation** Application and **reactivation** fee of \$100/member or \$200/nonmember to SMPS Headquarters.
- Submit a CPSM Recertification Application and recertification fee of \$225/member or \$375/nonmember to SMPS Headquarters.
- Submit documentation of having earned 50 Continuing Education Units for the period three years prior to the reactivation application date. The application date will be determined by the date the application was transmitted to SMPS Headquarters by mail (as evidenced by a postmark), express service (as evidenced by the date on the package slip), or by facsimile (evidenced by the date it was received at SMPS Headquarters).
- Once a CPSM has been reactivated, the next cycle of recertification must be completed by December 31 of the third year of that cycle. (For instance, if a Reactivation Application is dated June 1, 2014, the CPSM will have until December 31, 2017, to attain the 50 CEUs needed to recertify for the next cycle.)
- An individual can only use the reactivation process once. If his/her certification is deactivated for a second time, he/she must reapply to the CPSM program and retake the CPSM examination.