

Ideal Percentages for Continuing Professional Education (CPE) and Certificate Programs

Continuing Professional Education (CPE) and Certificate Programs are both series of educational events, such as seminars. As such, they are distinguished financially from seminars in that there is a high repeat rate. That is, a person enrolls in a Certificate Program, for example, and therefore attends all of the seminars or events in order to qualify for the certificate.

Thus, CPE and Certificate Programs are able to generate a higher Operating Margin than stand-alone seminars.

The ideal percentages for CPE and Certificate Programs are listed on the next page.

As you can see, the lower Promotion costs are a result of a high repeat or return participation rate.

While Certificate Programs have other benefits, the benefit financially of Certificate Programs is that it can take an Operating Margin of 30% and turn it into an Operating Margin of 50%.

CPE/Certificate

Ideal Percentages

Income	\$ _____ 100 %
Promotion	\$ _____ 10 - 15%
Production	\$ _____ 40 - 35%
Direct Costs	\$ _____ 50 %
Operating Margin	\$ _____ 50 %