

CERTIFICATION COURSE GUIDELINES

About Your Certification Course

Title and Platinum sponsors that have an existing certification program will have the option to host a free **online** certification course for B2BMX attendees to attend **on-demand**, which will be made available to attendees throughout the duration of the live event as well as during the hybrid/online element that will follow.

Courses should aim to certify participants in either the platform or a related discipline of marketing/sales with a maximum running time of 2.5 hours. Availability is limited and on a first-come, first-serve basis. A link to the existing online certification course must be submitted for approval to the DGR edit team.

Please note that all Certification Courses must require students to complete and pass at least one exam and must award a certificate of completion to students who complete and pass the course. Both the exam and certificate of completion must be provided by the sponsor.