

EVERY 2027 COURSE. 1 PRICE.

2027 All Access Pass

Every Association Academy course in 2027. Both semesters. 1 price.

\$1,499 for \$3,095 in courses



WHAT YOU GET

1 pass. Every 2027 course.



VIP enrollment

Enroll in any 2027 course, in either semester, even after enrollment closes.



Guaranteed seat

Join any course at any time, even after public enrollment closes.



Career-building credits

Earn up to 36 CAE, 17 CEM and 17 CMP credits in one year.



Sponsor offers

Get the sponsor discounts and benefits that come with every course you take.

EVERY COURSE IS INCLUDED

FREE OVERVIEWS

Certified Association Executive (CAE) Overview	Included
Certified Meeting Professional (CMP) Overview	Included
Certified in Exhibition Management (CEM) Overview	Included

SPRING 2027

Association AI Accelerator Certificate Course	\$749 Included
Association Conference Architecture Certificate Course	\$749 Included
Association Membership Growth Certificate Course	\$749 Included
Association Newsletter Success Certificate Course	\$549 Included

FALL 2027

Association AI Accelerator Certificate Course	\$749 Included
Association Membership Growth Certificate Course	\$749 Included
Association Conference Architecture Certificate Course	\$749 Included
Association Newsletter Success Certificate Course	\$549 Included

ON DEMAND

Association SEO Certificate Course	\$299 Included
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THE COURSES

5 certificate courses. 1 pass.

UPDATED



Association AI Accelerator Certificate Course

Move past AI theory and put prompting, imagery and automation to work inside your association.

Spring: Thursdays, Jan. 21 to March 11 · **Fall:** Thursdays, June 24 to Aug. 12

8 LIVE CLASSES



NEW



Association Conference Architecture Certificate Course

Design annual and major conferences that deliver real learning, networking and results, not just flawless logistics.

Spring: Tuesdays, Feb. 2 to March 23 · **Fall:** Tuesdays, Aug. 31 to Oct. 19

8 LIVE CLASSES



UPDATED



Association Membership Growth Certificate Course

Proven membership strategies to recruit new members, renew the ones you have and deliver the value that keeps them.

Spring: Thursdays, March 18 to May 6 · **Fall:** Thursdays, Aug. 19 to Oct. 7

8 LIVE CLASSES



UPDATED



Association Newsletter Success Certificate Course

Turn your newsletter from a production chore into a mission-focused engine that members read and act on.

Spring: Thursdays, May 13 to June 17 · **Fall:** Thursdays, Oct. 14 to Nov. 18

6 LIVE CLASSES



RETURNING



Association SEO Certificate Course

Make your association's content findable, and turn search into a dependable source of qualified traffic.

On demand: self-paced, start anytime in 2027

5 ON-DEMAND CLASSES



FREE CREDENTIAL OVERVIEWS



Certified Association Executive (CAE) Overview
Wed., Jan. 20 • Free



Certified Meeting Professional (CMP) Overview
Wed., March 24 • Free



Certified in Exhibition Management (CEM) Overview
Wed., May 26 • Free

Make the case to your supervisor

Dear [Supervisor name],

I'd like to buy the Association Academy 2027 All Access Pass. For \$1,499, it gives me a seat in every Academy certificate course next year, a \$3,095 value.

The courses cover work our association does every day, including AI, membership growth, conference design, newsletters, and search. I can choose the courses that match our priorities and earn up to 36 CAE credits toward my professional development.

Classes are live on Zoom, so there is no travel cost. Each course awards a certificate, and I will share what I learn with the team.

The pass is only available through January 20, 2027. If we have professional development funds left this year, this would be a good use of them.

May I have your approval to enroll?

Thank you,
[Your name]

HOW IT WORKS

1

Buy the pass

Buy by January 20, 2027. Your confirmation email has an Enroll button for every course.

2

Enroll in courses

Use the buttons in your email or the course enrollment form on the pass page.

3

Add more anytime

Come back anytime in 2027. We email your updated Enrollment Schedule each time.