

bXb Online Digital Event Specialist Scholarship Program – FAQ's

Why did bXb make a substantial investment in this certification program?

The digital events community is an important and fast growing category within event marketing. The scale of the industry when compared to the available talent in the digital events category calls for investment in the talent base. This investment will ensure the content that is developed in the category is aligned with the host organizations business objectives, along with the objectives of its stakeholder groups.

bXb recognizes that the only way to responsibly scale that talent is through adult education programs like DES, soon the only certification program of its kind today. When combined with the investment made by PCMA which underscores the collective confidence in this developing program, we decided to supplement PCMA's investment in the program.

What are the fees for the Digital Event Specialist certification program?

The details including fees for earning the DES certification will soon become available on the [Virtual Edge Institute](#) website.

What work experience and qualifications are needed to apply for DES and the Scholarship Program?

Work experience qualifications and details will be soon become available on the [Virtual Edge Institute](#) website.

Regarding the bXb Scholarship program: In addition to the DES application developed by Virtual Edge Institute, bXb respectfully asks for a summary answer of no more than 500 words to the following question;

How will I make a difference in my professional community through my DES certification?

How do I register to apply for the bXb Online scholarship program?

Starting today, send an email to desscholars@bxbonline.com with the following information to register your interest:



Name, title, organization, organization web address, your email address, and direct phone number

As of January 31, 2012, you'll be able to find more information and register online at www.bxbonline.com/desscholarsship.

When will the scholarship applications be available?

Scholarships will become available as soon as the program launches at Virtual Edge Institute – anticipated March 31, 2012.

How many bXb DES scholarships will be available?

Approximately 200 charter scholarships will be granted by bXb Online over the course of 2012 and possibly into 2013, depending on participation levels.

How long will it take to complete the certification process once accepted?

The bXb scholarship process will not take any incremental time.