

CERC SME Program

FREQUENTLY ASKED QUESTIONS

1. What is a CERC SME?

A CERC SME is a Subject Matter Expert who ideally has a minimum of three years of relevant experience in a field specializing in employee mobility ([categories outlined on the CERC website](#)) and is a recognized expert in their field. SMEs will help to support CERC's efforts in achieving one of our top three organizational goals of remaining relevant in an environment that is rapidly changing. It will also help to support new relocation professionals entering the industry by providing access to members with extensive industry experience and knowledge.

2. Do I need to be a member of CERC in order to become a CERC SME?

Yes, all CERC SME's must be a member in good standing of the Canadian Employee Relocation Council.

3. What is the intent of the CERC SME Program?

The intent of the CERC SME Program is to drive deeper engagement amongst our members to take advantage of the depth and breadth of knowledge available within the CERC membership.

4. How does CERC review and endorse the SMEs under this program?

The CERC board of directors has appointed SME Steering committee comprised of industry experts who will review, assess and assign SMEs based on the needs of the organization at any given time.

5. Can I apply to become a SME if I do not hold the CERC professional designation?

Yes, while it is preferred that our SMEs hold their CERC professional designation, it is understood that there are many professionals that possess strong industry knowledge and experience that will well help to serve the CERC membership.

6. Can I apply to become a SME if I work in a regulated industry but do not hold a professional certification associated with that industry?

Yes, there are many members that work in, or are connected to a regulated industry that do not hold professional credentials related to that industry. For example, mobility professionals working in the tax or financial services sector, may have extensive experience in global mobility but do not provide direct tax advice to clients. Provided that fact is clearly communicated to avoid any confusion on the part of the person seeking advice an individual may apply to be a SME in that industry.

As a CERC SME am I permitted to solicit / promote business from contacts I make through the program?

Yes, provided you are NOT using your role, as a CERC Subject Matter Expert, to gain access to potential business clients. There is nothing to prevent the natural evolution of business partnerships.

7. As a CERC SME, am I precluded from a relationship outside of the SME program?

No. If there are professional associations/relationships that have been or are being formed following the initial connection through the SME program, you are welcome to further develop those connections. At no time should your role as a CERC SME be used as a marketing tool to gain business.

8. Is the advice I provide as a CERC SME considered to be a professional opinion to which the CERC member can hold me accountable and liable?

No. While the information shared by CERC SME is to be of a professional nature, the initial contact of the member and CERC SME is intended for general informational purposes only. It is the intent of the SME program to share general, informal information / practical advice and to facilitate connections. These discussions would be in advance of pursuing a longer term, more in-dept professional engagement in which accountability and liability would be addressed directly.

9. How do CERC members select the CERC SME that they wish to contact?

A new online platform has been released in spring of 2019 called SocialLink. The new mobile platform will provide members with a new opportunities to collaborate and network

10. If there is a category of SME that doesn't exist, how can it be added to the list?

Kindly advise the CERC office of your desire to have a missing category added and the SME Steering Committee will take the recommendation under advisement.