

Presented by a Partnership For Excellence in Event Education.

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## TEXAS EVENT MANAGEMENT INSTITUTE



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Quality festivals and events are among the most successful tools available to communities, states, regions and even countries to increase tourism, create powerful and memorable branding and imaging opportunities, bond people together, encourage positive media coverage, enhance economic impact, and add to the quality of lives for those who live there.

On the other hand, a poorly planned, managed and executed event can have a reciprocally opposite effect.

Over time, events themselves have changed; from often informal affairs to spectacular productions, requiring new sets of skills, experience, creativity, financing, planning and leadership. As a result, event management has evolved into a business and an industry, with new demands, challenges and expectations every day; from attendees / participants; sponsors, host communities and a plethora of other partners that the success of any event depends on.

Presented in partnership by two of the premier professional organizations in our field – the International Festivals and Events Association (IFEA World) and the Texas Festivals and Events Association (TFEA) - the Texas Event Management Institute is designed around the concept of bringing new and mid-career industry professionals together with some of the most highly respected and experienced professionals in our industry, for a comprehensive educational and networking opportunity that will cover the critical basics of successful event management.

*“No other investment is more important for the sustained success of a festival or event than to assure the continued professional growth, education and development of their staff, boards and key volunteers. The International Festivals & Events Association (IFEA World) is pleased to partner with the Texas Festivals & Events Association (TFEA) to provide a unique educational opportunity, covering a comprehensive curriculum of skills and competencies, taught by many of the top professionals in our field. For those who want to have a well-rounded, working understanding of our field, that can be immediately translated to your event and professional resume, the Texas Event Management Institute provides all that and more.”*

*Steven Wood Schmader, CFE  
President & CEO  
IFEA World*



*"Any city would welcome and benefit from the opportunity to work with event teams and producers who have taken the extra step to raise their professional bar through the type of education and training that is provided by the IFEA and TFEA's Texas Event Management Institute."*

*Gayle Hall, CFEE  
Director of Festivals & Events  
Grapevine, Texas Convention & Visitors Bureau*



## THE PROGRAM

The Texas Event Management Institute (TEMI) professional education program was created to serve the needs of Texas (and other) event professionals, currently in or aspiring to careers in the event management field. The program is designed to be completed in three years. It is presented, in parts, at the TFEA Annual Conference and Trade Show (each July) and at designated Regional and Behind-the-Scene Workshops throughout the year.

The Texas Event Management Institute is part of the IFEA's Certified Festival & Event Executive (CFEE) professional certification program, with parallel tracks to the IFEA's Event Management School and CFEA educational requirements.

### THE REWARDS

Upon successful completion of the Texas Event Management Institute program, enrollees will earn the designation as a "Certified Festival & Event Associate" (CFEA), the first phase toward future attainment of your 'Certified Festival & Event Executive (CFEE)'

designation through the IFEA, which recognizes an industry-focused combination of top-level experience and continued professional education.

For those looking to earn them, Continuing Education Units (CEU's) and Certificates of Completion will be awarded by South Texas College for all training sessions.

### WHO SHOULD ATTEND

- Current mid-management event staff looking to broaden their knowledge base while enhancing their professional networks.
- City, Chamber of Commerce, Convention and Visitor Bureau, and Non-Profit Organization staffs who produce and/or work with local events.
- Those new to the Event Management field.
- Event Management students looking to strengthen their professional resumes.
- Key event volunteers looking to expand their capabilities.

### INSTRUCTORS

Texas Event Management Institute instructors are selected from the top IFEA and TFEA event management professionals in our industry today.

### FEES

There is a one-time administrative fee of \$150 per registrant to track the registrants progress through the courses. Anyone enrolled in the former TELP (Texas Event Leadership Program) does not have to pay the fee again. Fees are paid to the Texas Festivals and Events Association upon entering the program.

All course fees are included in the cost of attendance at the TFEA Annual Conference and Trade Show (each July) and at designated Regional and Behind-the-Scene Workshops throughout the year, as may be applicable.

For more information on the Texas Event Management Institute contact TFEA Executive Director, Kay Wolf, at [kay@tfea.org](mailto:kay@tfea.org) or by calling 830-997-0741.

# THE CURRICULUM

The Texas Event Management Institute's curriculum was created with the goal of providing a strong basic understanding and awareness of the multiple, critical, components involved in event planning and management, as defined by current and active professionals in the field. Curriculum components are regularly revisited to keep pace with the rapidly changing expectations, trends & issues of our industry.

Note: The Texas Event Management Institute curriculum is not targeted at the corporate meeting planning niche of our industry, but rather, the outdoor public event sector.

There are 27 courses in the TEMI curriculum (all courses are mandatory to complete the program), that are divided into three (3) years. Each course will be offered within the three-year window and then the rotation will begin again. Courses will be offered at the TFEA Annual Conference and Trade Show (each July) and at designated Regional and Behind-the-Scene Workshops throughout the year.

*"The Texas Event Management Institute has created a vital tool in developing festival and event management professionals. As any event producer can attest, training new staff often amounts to a "sink or swim" option. To have an educational training option where personnel can learn, interact and network with industry leaders and instructors will increase professionalism and output multiple-fold."*

*Jay Downie, CFEE  
Producer*

*Downtown Fort Worth Initiatives, Inc.*





## REQUIRED COURSES

- Arriving at the Bottom Line: Event Budgeting & Budget Management
- Running a Successful Merchandise Program
- Understanding Insurance and Liability Exposure
- Event Administration & Legal Considerations
- Fundamentals of Leadership
- Human Resource Management
- Marketing & Mediums: Traditional, Social & Creative - Part 1
- Marketing & Mediums: Traditional, Social & Creative - Part 2
- Maximizing Board & Committee Relations
- Step One: Business Plans
- Putting the Community in Community Events - Building a Successful Volunteer Program
- How'd You Do? Surveys, Evaluations and Economic Impact Studies
- Is Everyone Invited? How to Include Fans with Disabilities
- Event Risk Management & Contingency Planning
- Event Security / Emergency Management
- Managing a Live Entertainment Program

- The New World of Event Ticketing, Financial Transactions and Audience Expectations
- Social Media Marketing: Understanding the Landscape, Benefits & Challenges – Part 1
- Social Media Marketing: Understanding the Landscape, Benefits & Challenges – Part 2
- Program Development, Designing & Creating the Event Experience
- The Common World of Events and Cities: Building Community through Proactive Events Management
- Operations from Vision to Realty – Part 1
- Operations from Vision to Realty – Part 2
- Sponsorship Sales & Service – Part 1
- Sponsorship Sales & Service – Part 2
- Sponsorship Proposals and Follow-up Reports
- Food Beverage and Other Vendor Programs

## COURSE DESCRIPTIONS

### Arriving at the Bottom Line: Event Budgeting & Budget Management

Every time there's a good idea, someone brings up the budget! A realistic and informed budget can set the stage for a less stressful and more profitable event. We'll

teach you how to create and use a budget to guide your success.

### Running a Successful Merchandise Program

From keepsakes to entry tickets; sponsor promotions to retail outlets; on-line and on-site; a successful merchandise program can drive both memories and revenues. This session will cover the components and considerations of a successful merchandise program.

### Understanding Insurance and Liability Exposure

Protecting against the risks inherent with the festivals and events industry requires a good understanding of what those risks include, how to protect against them, where your gaps in coverage may be and how to limit the exposure of both your organization and those who serve it. This course will get you much closer to a realistic 'comfort zone' on all fronts.

### Event Administration & Legal Considerations

Really? I have to think about that? Despite being a 'fun' industry, there are lots of behind-the-scenes 't's' to be crossed and 'i's' to be dotted; obligations to be met; risks to be

**NOTE:** All sessions are subject to change.



*“Cities are continuously tasked with creating and producing successful events that drive tourism and increase hotel occupancy. In 2014 the city of McAllen parks and recreation department was asked to produce a signature destination event. Thanks to my experience, networking and knowledge gained through the TFEA and IFEA’s CFEE programs, I was able to call on friends and partners to create the McAllen Holiday Parade. Four years later the parade has brought 950,000 fans to McAllen, generated partnerships to make the parade self-sufficient, and had an average economic impact of \$13.7 million dollars per year on the local economy.*”

*The IFEA-TFEA TEMI program is an opportunity for city leaders and staff to partner together to learn, explore and strategize on critical topics, with visionary leaders, while engaging in peer-networking opportunities, on practical skills, to form winning partnerships that will transform their communities into the cities of tomorrow.”*

*Joe Vera, CFEE  
Assistant City Manager  
McAllen, TX*

avoided/protected against; staffs and boards to be managed and supported; services to be secured and contracts to be signed. We’ll do our best to help you understand them.

#### **Fundamentals of Leadership**

As with any industry, if not more so, understanding the fundamentals of leadership is critical to those CEO’s and top management positions responsible for festivals and events. This course will provide a strong foundation from which to build your organization and team.

#### **Human Resource Management**

Understanding and ensuring that your organization is in compliance with human resource expectations and legal requirements is critical to all organizations. From employee manuals to whistleblower policies, hiring practices to exit interviews, this is an area that you can’t be caught unaware of. We’ll do our best to get you up-to-speed with current U.S. and Texas law, as well as general best-practices.

#### **Marketing & Mediums: Traditional, Social & Creative - Part 1**

All the planning in the world won’t make for a successful event unless it is properly

marketed. This session will talk about how to develop an effective marketing plan and considerations for working with traditional media (television, newspaper and radio)...yes, they are still around and still important...and today’s new technology options as well.

#### **Marketing & Mediums: Traditional, Social & Creative - Part 2**

See Part 1 above for description.

#### **Maximizing Board & Committee Relations**

Boards and Committees...critical elements in the festival and event planning organizational chart that can make-or-break an event and it’s leadership. This course will help you to maximize returns and minimize problems from both of these highly important support groups.

#### **Step One: Business Plans**

A successful event doesn’t start with the fireworks finale. Behind every exciting, fun-filled event is a well-run business, complete with paperwork, planning meetings, legal obligations to be met, and partnerships to be built. Reputations are often based far-more upon the business side of your event than on who your headline entertainers are. We’ll teach you what you need to be thinking about.

#### **Putting the Community in Community Events - Building a Successful Volunteer Program**

Volunteers put the ‘community’ in ‘community events’ and some events have legions of dedicated workers who bring valued skills to the table while holding costs to a minimum. This session will cover critical components of a successful volunteer program, including recruiting, training, management, communications, retention and rewards.

#### **How’d You Do?: Surveys, Evaluations and Economic Impact Studies**

No event is complete until the last survey and evaluation is in. This is the first step in all future events and this session will teach you how to do it effectively and cost-effectively.

#### **Is Everyone Invited? How to Include Fans with Disabilities**

In the United States, events that are open to the public are required to comply with the Americans with Disabilities Act, known as the world’s most stringent disability rights law. The lessons are essential ones to consider and implement at every event. This important session provides practical information and a format for designing a comprehensive Access Program for your festival/event. What are important but often forgotten aspects

of a well-managed Access Program? Are you required to accommodate every request? What are some low-cost solutions? Helping to avoid litigation by being prepared.

### **Event Risk Management & Contingency Planning**

Risk management is a central part of any event organizing committee's planning cycle – it's both an operational and "duty of care" requirement. What is it? It is a process whereby the event planning team methodically addresses the risks associated with their activities, with the goal of treating or mitigating those risks which may have an adverse impact (financial, image, reputation, etc.) on the event if the risk is materialized.

### **Event Security / Emergency Management**

The tragedy of realities like the Boston Marathon bombings, together with more common concerns like stage collapse or vehicular incidents, airshow crashes, crowd panic or control situations, shootings and drug-related deaths at events and in cities of all sizes, serve as stark reminders of the need to plan and prepare for all the many incidents / possibilities that can / may affect our events on a moment's notice. This important session will address what keeps us up at night and the steps that we can realistically take to address those concerns through planning and preparation, as well as on-site during an event.

### **Managing a Live Entertainment Program**

Far from 'Hey, kids, let's put on a show!', managing a successful live entertainment program as part of your festival or event requires its own specialized focus and realistic expectations. An understanding of legal and contract negotiations and a commitment to creating a positive experience for everyone (artist, audience and event), both onsite and well-in-advance, are part of the expectations. This course will help you develop a workable and successful entertainment program for your event and budget.

### **The New World of Event Ticketing, Financial Transactions and Audience Expectations**

Technology has impacted every part of our world, including events, in ways we could never have imagined just a few short years ago. This session will talk about options, changes and new considerations in the critical areas of event ticketing, financial transactions, and the constantly changing expectations of those attending our events.

### **Social Media Marketing: Understanding the Landscape, Benefits & Challenges - Part 1**

It's a new and quickly changing world, with Facebook, Twitter, LinkedIn, Instagram,

blogs and many, many more. How do you decide which ones are important and use them as an effective part of your event marketing mix? This session will look at maximizing new technologies and opportunities.

### **Social Media Marketing: Understanding the Landscape, Benefits & Challenges - Part 2**

See Part 1 above for description.

### **Program Development: Designing & Creating the Event Experience**

Like a work of art in progress, this session will explore how industry leading professionals research and stay current with a selected city / event market and go from concept to reality, developing and visualizing event concepts and event programming/operational plans, taking into account original goals and visions, target audiences, venues and event site flow, hours of operation, and much more, providing a base from which to begin projecting realistic budget and resource needs, and a road map for making changes along the way.

A step beyond planning the event program, the event 'experience' for attendees must be also be planned from start to finish, providing both ambiance and function for a safe, attractive, fun and easily navigable environment. Whether they are aware of it or not, attendees will be impacted by details covered in this session.

### **The Common World of Events and Cities: Building Community through Proactive Events Management**

For events to meet their full potential, to all interested parties, we must learn to see ourselves as a singular team of partners working toward common goals. Key among those partnerships is the one between events and cities. This session will talk about what a successful partnership looks and feels like when it works.

### **Operations: From Vision to Reality - Part 1**

The expansive area of 'Operations' is where the rubber meets the road and this session will cover multiple areas that can make or break an event.

- *Event Infrastructure:* The infrastructure for many events is a lot like building a small village where the day before there was nothing. Stage, lights, sound, tents, vehicles, decorations, bleachers, food delivery, trash pick-up, communications, utilities, parking, et al., we'll talk about what you may need, where to go get it, and lots of insider-tips to remember in the process.
- *Attendee & Support Services:* Whenever you plan to draw a crowd, you've got to be

thinking about what their needs may be: information, medical, lost kids, rest areas, ATM's, restrooms, trash disposal, signage, communications, safety and security plans; accessibility; and much more. We'll make sure you don't forget anything.

- *Programming, Site-Design and Event Flow:* When did having fun require so much thinking? Like a theme park, effectively planning your event programming, site layout, service accessibility, etc., can ultimately affect sales; safety; friendly-neighbor relationships; and the overall experience for your attendees. We'll cover some important, if not critical, considerations that will keep your event flowing smoothly.
- *Environmental Realities:* Events can play an important role through education and as a role model in protecting the environment. We'll touch on some of the 'Green Reality' options that events can consider today.

### **Operations: From Vision to Reality - Part 2**

See Part 1 above for description.

### **Sponsorship Sales & Service - Part 1**

There are very few events today that can operate without sponsorship support, but successful sponsorship doesn't just happen. This session will cover the basics of sponsorship and successful sponsorship sales, including why sponsors sponsor and how to identify and create a valuable menu of sponsorship benefits/assets for your event. Students will also learn about the valuable world of mobile-marketing. And we'll cover the critical role of sponsor service; the key to renewing and keeping those all-important sponsor partners we all depend on.

### **Sponsorship Sales & Service - Part 2**

See Part 1 above for description.

### **Sponsorship Proposals & Follow-Up Reports**

"It's all in the presentation..." or so goes the old (and true) adage. This session will focus on the writing of sponsorship proposals and follow-up reports; two points-of-critical-impact with sponsors.

### **Food, Beverage and Other Vendor Programs**

A well-run food and beverage program can add to both the event experience for attendees and the bottom-line for the event. This session will cover the components and considerations of a successful on-site food and beverage program, as well as important considerations for all types of vendor-dependent programs and relationships.



# TEXAS EVENT MANAGEMENT INSTITUTE ENROLLMENT FORM

TEXAS EVENT MANAGEMENT INSTITUTE

*Presented by a Partnership For Excellence in Event Education.*



## EMAIL, OR MAIL THIS FORM TO:

Texas Festivals and Events Association • Attn: Kay Wolf, CFEE, Executive Director  
kay@tfea.org • PO Box 52478, McAllen, TX 78505 • (830) 997-0741

### PLEASE ENROLL ME IN THE TEXAS EVENT MANAGEMENT INSTITUTE.

Full Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company / Agency: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State / Province: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### ADMINISTRATIVE ENROLLMENT FEE

	TFEA / IFEA MEMBER	NON-MEMBER
One Time Administration Enrollment Fee	\$ 150.00	\$ 300 .00
<b>TOTAL amount enclosed:</b> \$ _____		

**METHOD OF PAYMENT:** A check, purchase order or credit card for the full Administration Fee must accompany this form in order to complete enrollment. When paying with a credit card, the amount will be charged to your card upon receipt of registration. You will receive confirmation from TFEA.

**Check** (make check payable to TFEA)  **Purchase Order #** \_\_\_\_\_  **VISA**  **MasterCard**  **American Express**  **Discover**

Print Cardholder Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVC Security Number: \_\_\_\_\_ (MC/Visa-3 digit code back) (AMX-4 digit code front)

**REFUND POLICY:** There are no refunds of program Administration Fee.



www.TFEA.org



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**IFEA World**

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