



International Festivals & Events Association
IFEA World

Certification Program

“The **CFEE** professional certification program is one of the most exciting professional development opportunities in my twenty-year career in the field of administration, academic conferencing and special event management.”

- Judith Fox-Goldstein, CFEE, Administrative Director
University of Hawai‘i at Hilo Conference Center
& Hawaiian EDventure Program
(2008-2009 CFEE Program Graduate)

C F E E

CERTIFIED FESTIVAL AND EVENT EXECUTIVE

Sponsored by



KALIFF INSURANCE

In Association with the

HAWAII TOURISM
AUTHORITY

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Program Overview

Professional Certification is an important step in the career track of leaders in all industries. It enhances professional stature among one's peers; recognizes those who have gone beyond expectations to be the best that they can be; makes a statement to those with whom we do business; provides a leveraged position from which to negotiate and build career success; and sets higher standards for our industry.

The IFEA's Certified Festival and Event Executive (CFEE) program was founded in 1983 to provide an opportunity for industry professionals to achieve those goals. Since its founding, the CFEE program has evolved significantly along with our industry and the new expectations and standards that have come to be expected by all those who are impacted by our field. The CFEE program is proudly sponsored by Kaliff Insurance, who believe that certified and trained professionals are the cornerstone of a safe and successful festivals and events industry.

To help support and enhance the events and event professionals throughout Hawai'i who play a critical role in protecting and highlighting the Hawaiian and other cultures of Hawai'i, enhancing the tourism experience, providing economic benefits for the State, and solidifying the brand image of Hawai'i, the Hawai'i Tourism Authority (HTA) partnered with the IFEA in 2008/2009 and again in 2010/2011 to offer a special professional certification program opportunity. That opportunity met with great success and an overwhelmingly positive response from the 52 event professionals who participated in the educational courses and the 12 who went on to complete their CFEE certification. The Hawai'i State Legislature formally recognized those island event leaders who completed their CFEE Certification, for the value and professionalism that they bring to the Hawai'i tourism product market.

Continuing to build on our success and in response to increased interest by other island event professionals, we look forward to working together again with the HTA to repeat that program in 2018. Over a condensed calendar-year period, beginning in February of 2018, the IFEA will present our complete CFEE core curriculum course of study (six required classes, presented in groups of three) at the Hawai'i Convention Center in Honolulu (*Note: Additional locations are also being discussed.*). Each of the six (6) core curriculum classes will include a full day of professional education in specific topical areas, led by some of the most successful event professionals in our field today. Additionally, opportunities to complete all other CFEE program requirements without leaving the State, will be provided to Hawai'i event professionals during the condensed program timeframe, allowing you to achieve your professional certification in time to be recognized during our 63rd Annual IFEA Convention & Expo (location TBA) in the fall of 2018. **Best of all, the IFEA Hawai'i CFEE Program will continue to be provided to Hawai'i festival and event professionals at a special program rate not offered anywhere else and made available through the support of the HTA.**

Eligibility Requirements

Membership in IFEA is not a requirement to enroll in the CFEE program, nor is full time employment in the festivals and events industry. It is important to note, however, that membership, as well as five (5) years of paid, full-time, direct event-related experience, are both required in order to graduate from the CFEE program (see below for more details).

Program Administration

The IFEA certification program is overseen by the IFEA Academy of Event Education, a body appointed and made up of top industry professionals and educators. The purpose of this body is to continuously review the program for improvements, to review the curriculum, provide professional insights and expertise, oversee final assessment of certification applicants, and over time, to assist us in developing and maintaining a set of common and accepted standards for event professionals worldwide.

Program Components

1. Core Curriculum

Applicants to the IFEA Hawai'i CFEE Program must successfully complete six (6) one-day seminars on the following topics:

- Administration & Management
- Sponsorship & Sponsorship Service
- Marketing & Media Relations
- Non-Sponsorship Revenue Programs
- Operations & Risk Management
- Project Management

Classes will be offered and presented in Hawai'i, in two sets of three each, with the first tentative dates tentatively scheduled for early February, 2018, and the second grouping following in April or May. Class order may vary.

All of the above courses have been developed and are presented with a set course curriculum developed by the IFEA Academy of Event Education.

Participants will be given certificates of achievement at the end of each course as proof of completion. Copies of these certificates must be attached to the CFEE application when it is provided to IFEA for final certification. Those completing all, but *only* the educational courses, will receive a CFEA (Certified Festival & Event Associate) Certificate, acknowledging their dedication to enhancing their skills/knowledge. Of course, we hope that you will chose to complete your full professional certification requirements.

2. Electives

All participants are required to complete four elective courses from the following topic areas or others as approved by the IFEA:

- Writing Skills
- Presentation Skills
- Creativity/Innovation
- Time Management
- Leadership/Management Skills
- Economic Impact
- Branding
- Current Industry Issues & Trends

Elective courses may include courses provided by the HTA and/or any courses offered at the IFEA annual convention; at IFEA affiliated chapter conferences; or through Association Alliance partner (IAAM, IAFE, IAAPA, OABA) events (including international). Typically appropriate IFEA and Association Alliance partner webinar classes may also be counted toward the elective requirements. Courses on elective topics from other sources (i.e., University or Community Education classes) must be approved by the IFEA Academy of Event Education and proof of attendance provided.

3. Experience

To graduate with a CFEE designation, a candidate must have five (5) years of direct event-related experience, with three (3) of those in a key leadership position. This can be partially achieved during the time period that the candidate is attaining the other certification requirements.

4. IFEA Membership

All certification candidates will be required to become a current IFEA member in good standing before receiving their certification designation. *Note: Continued membership is required to maintain certification.*

5. Hawai'i Tourism Authority Seminar Attendance

Candidates must attend a minimum of two (2) HTA professional festival and event seminars within the three (3) years prior to their final certification. Certificates of Attendance or a letter from the HTA will be required for proof of this component. In situations where seminar attendance is prohibited due to professional obligation conflicts, other IFEA or industry seminars may be substituted and/or the time frame extended.

6. Publication

CFEE Candidates must provide a minimum of at least one publishable article, of no less than 1800 words, for potential inclusion in IFEA's industry leading on-line magazine, "*ie: the business of international events*", other IFEA / HTA resource publications or another comparable industry publication. Topics must be approved by the IFEA editorial committee and will be deemed acceptable by the same. Copies of the publishable or published article(s) will serve as proof of this component.

7. Speaking Presentations

Candidates must do a formal speaking presentation at an approved IFEA / HTA convention, seminar, or affiliate chapter/Association Alliance partner conference (including international), or another comparable professional industry organization conference/seminar resulting in a session/speaker evaluation rating of 3.0 (out of 5) or better. This may include leading a roundtable session, participation on an industry panel, or moderating a professional affinity group session. The appropriate convention program committee/coordinator must approve topics in advance and speaker evaluation follow-up letters will serve as proof of completion. Non-IFEA affiliated conferences must be pre-approved by the IFEA Academy of Event Education in order to be accepted.

8. Final Assessment

The final component in the certification process is the Final Assessment. It is designed to show a direct link between information received and its actual usability as it pertains to a professional career. This process will require each candidate to submit two case studies that demonstrate and explain how he/she has applied information covered in two of the six required core curriculum courses in the actual performance of his/her job. The case studies must be submitted electronically to the IFEA Academy of Event Education assessment committee a minimum of two months prior to the IFEA final assessment date (by August 1st, 2018), giving them ample time to disseminate and review each one. The certification designation will then be awarded at the 63rd Annual IFEA Convention & Expo in the fall of 2018 (location TBA). Case studies deemed less than acceptable for completion of the certification process will be returned to the candidate with specific comments and direction. In such a case the candidate(s) will be allowed to resubmit their Case Studies, with changes, for consideration.

Recognition

Each successful candidate, after completing the certification program, will be recognized at an IFEA/HTA event in front of his/her professional peers. Additionally, the IFEA/HTA will send out press releases to a media list provided by each successful candidate, recognizing their achievement. (Note: No candidate shall receive recognition of certification until all program components are completed satisfactorily.)

Alternative Credit

IFEA works with multiple educational organizations and institutions to offer and/or acknowledge elective credits that will count towards meeting CFEE requirements. For further information, please contact CFEE Program Coordinator Cindy Lerick at (314) 614-7152 or cindy@ifea.com.

Investment

Achieving your professional certification is an investment in yourself and your career. **Thanks to the significant support of the HTA, this unique and important opportunity is being offered exclusively for Hawai'i event professionals without ever having to leave the State and at a special program rate not available anywhere else.**

The following IFEA fees apply to each component of the IFEA/HTA CFEE program (not counting any inter-island travel and hotel expenses):

- \$200 for initial enrollment in the certification program, to cover the cost of record-keeping, processing, and program administration
- **Waived** (normally \$195) for each one-day core curriculum course enrollment
- **Waived** (normally \$250) for Final Assessment and graduation
- IFEA Annual Membership Dues (if not currently an IFEA member) for first year, at our lowest budget level of \$225 (includes waiving the \$50 First-Year Administration Fee)

**TOTAL (potential) CFEE Program Fees for Hawai'i Participants
with HTA Support (including IFEA membership):** **\$425**

Total Normal CFEE Program Fees (including IFEA membership): ±\$1845

Savings for Hawai'i Participants: ≥[\$1,420]
Plus, possible with no out-of-State travel expenses.

Recertification

We believe strongly that continued education is a critical component of professional success. If we stop learning, then we stop improving. Under the IFEA's CFEE program, recertification is required every five (5) years. For specific information please call IFEA Headquarters or visit our website.

Life Certification

A CFEE, upon reaching the age of fifty-five (55) or upon retirement, is certified for life. No further reporting is necessary except to notify the certification administrator of meeting the retirement age. The IFEA encourages continued education for anyone remaining active in the festivals and events profession.

Enrollment

To enroll in the IFEA's CFEE Certification program, supported by the Hawai'i Tourism Authority, please complete the attached registration form or contact CFEE Program Coordinator Cindy Lerick at (314) 614-7152 or cindy@ifea.com.