



International Festivals & Events Association

## CFEE Certification Checklist

NAME: \_\_\_\_\_

ENROLLMENT FEE: \$200.00

DATE PAID: \_\_\_\_\_

### Program Components

#### 1. Core Curriculum\*

##### Sponsorship & Sponsorship Service

Location & Date Completed: \_\_\_\_\_

##### Administration & Management

Location & Date Completed: \_\_\_\_\_

##### Project Management

Location & Date Completed: \_\_\_\_\_

##### Marketing & Media Relations

Location & Date Completed: \_\_\_\_\_

##### Operations & Risk Management

Location & Date Completed: \_\_\_\_\_

##### Non-Sponsorship Revenue Programs

Location & Date Completed: \_\_\_\_\_

Participants should have certificates of achievement from each course as proof of completion. These certificates should be attached to the application when it is sent to IFEA for final certification. *Note: The educational curriculum component of the CFEE program can also be fulfilled by completing both years of the IFEA/NRPA Event Management School or the complete curriculum of the IFEA/TFEA Texas Event Management Institute. Proof of completion will be required.*

*\*Core curriculum classes will be held virtually until in-person classes can be held again.*

#### 2. Electives

All participants are required to complete a total of four (combined) elective courses from the following topical areas. *Note: More than one elective course may come from a single topical area.*

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

Elective courses may include (pre-identified) sessions offered at the IFEA Annual Convention;

at IFEA Global Affiliate / Alliance Partner (IAFE, OABA, IAVM, IAAPA) / State or Regional Affiliate conferences; and at global academic institutions offering recognized Event Management degree programs. Topically appropriate and approved IFEA and Association Alliance Partner webinars may also be counted toward the elective requirements.

IFEA works with multiple educational organizations and institutions to offer and / or acknowledge elective credits that may count towards meeting CFEE requirements. Courses / training from non-IFEA affiliated organizations / institutions must be approved by the IFEA in advance (unless part of a previously completed degree program) and proof of attendance provided.

Please include below the Elective Course Title, Where Completed & Date of Completion.

Elective 1: \_\_\_\_\_

Elective 2: \_\_\_\_\_

Elective 3: \_\_\_\_\_

Elective 4: \_\_\_\_\_

### 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.

Resume Submitted: \_\_\_\_\_

### 4. IFEA Member in good standing.

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.*

Join or Renewal Date: \_\_\_\_\_

### 5. Convention Attendance\*

To encourage and ensure global networking, exchange and awareness, CFEE candidates must attend a minimum of two (2) IFEA World Annual Conventions or IFEA Global Affiliate / Alliance Partner (IAFE, OABA, IAVM, IAAPA) / State or Regional Affiliate Conferences within the three (3) years prior to final certification. Certificates of Attendance will be available for proof of this component. In situations where convention attendance is prohibited by competing professional commitments or travel/budget limitations, other IFEA approved seminars / conferences may be substituted, as approved by the IFEA.

Convention / Conference #1, Location & Date Attended: \_\_\_\_\_  
\_\_\_\_\_

Convention / Conference #2, Location & Date Attended: \_\_\_\_\_  
\_\_\_\_\_

**\*Until an in-person Convention is able to take place, Convention Attendance can be fulfilled by completing a combination of 20 of the following functions (10 per required Convention**

**Attendance)** (Note: It is the responsibility of the CFEE Student to collect and provide proof of attendance at all 20 functions):

- IFEA Webinar Attendance
- IFEA Affinity Group Participation
- Sponsorship Mastery Masterclass Webinar Attendance

**Please list the Course Title, How Completed & Date of Completion:**

Attendance 1: \_\_\_\_\_

Attendance 2: \_\_\_\_\_

Attendance 3: \_\_\_\_\_

Attendance 4: \_\_\_\_\_

Attendance 5: \_\_\_\_\_

Attendance 6: \_\_\_\_\_

Attendance 7: \_\_\_\_\_

Attendance 8: \_\_\_\_\_

Attendance 9: \_\_\_\_\_

Attendance 10: \_\_\_\_\_

Attendance 11: \_\_\_\_\_

Attendance 12: \_\_\_\_\_

Attendance 13: \_\_\_\_\_

Attendance 14: \_\_\_\_\_

Attendance 15: \_\_\_\_\_

Attendance 16: \_\_\_\_\_

Attendance 17: \_\_\_\_\_

Attendance 18: \_\_\_\_\_

Attendance 19: \_\_\_\_\_

Attendance 20: \_\_\_\_\_

## 6. Publication

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 magazine "*ie: the business of international events*," other IFEA resource publications, or another comparable industry-recognized publication. Topics must be approved by the IFEA editorial committee in advance and will be deemed acceptable by the same. Copies of the publishable or published article(s) will serve as proof of this component.

Articles 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 article with changes.

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

Date Completed: \_\_\_\_\_

## 7. Speaking Presentations\*

Candidates must do a formal speaking presentation at an approved IFEA World convention / seminar; IFEA Global Affiliate / Alliance Partner (IAFE, OABA, IAVM, IAAPA) / State or Regional Affiliate conference; 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 coordinator must approve topics in advance and speaker evaluation follow-up letters will serve as proof of evaluation scores and completion. Non-IFEA affiliated conferences must be pre-approved by the IFEA in order to be accepted.

\*Online IFEA Webinar will also count towards presentation requirement in 2021.

Speaking Event: \_\_\_\_\_

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

Rating: \_\_\_\_\_ Date Completed: \_\_\_\_\_

## 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, giving them ample time to disseminate and review each one. The CFEE certification designation will then be awarded. 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.

Case Study #1 Title: \_\_\_\_\_

Date Completed: \_\_\_\_\_

Case Study #2 Title: \_\_\_\_\_

Date Completed: \_\_\_\_\_

**FINAL FEE \$250.00**

Date Paid: \_\_\_\_\_

**For questions regarding the CFEE program, upcoming seminars and electives, or final certification, please contact: Cindy Lerick, CFEE – E: [cindy@ifea.com](mailto:cindy@ifea.com) | P: 1+314-614-7152.**