

# C F E E

## CERTIFIED FESTIVAL AND EVENT EXECUTIVE



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. The program has evolved significantly over the years and currently has over 300 graduates. The CFEE program is proudly sponsored by Kaliff Insurance who believes that certified professionals are the cornerstone of a safe and successful festival and events industry.



### Eligibility Requirements

Membership in the IFEA is not a requirement to enroll in the program, nor is full time employment in the festival 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.

### 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, assist us in developing a set of U.S. and Global region-relevant standards for event professionals worldwide.

### Program Components

1. **Core Educational Curriculum** – Applicants must successfully complete six (6) one day seminars on the following topics:

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

The above courses are developed and presented with a set course curriculum developed by The IFEA Academy of Event Education. Alternately, applicants may choose to fulfill their educational curriculum requirements by completing the full two-year IFEA/NRPA Event Management School at Oglebay

National Training Center in West Virginia (U.S.) held in January of each year. Participants in each respective program option will be given certificates of achievement as proof of completion, which must be attached to the CFEE application when sent to the IFEA for final certification consideration.

2. **Electives** – All participants will be required to complete four electives

Elective courses are always offered at the IFEA annual convention and IFEA affiliate conferences (including international), in addition to the IFEA's Webinar Series. Other IFEA approved courses meeting elective standards must be marked in convention/institution programs and will have certificates of accomplishment available for those who request them as part of their certification process.

3. **Experience** – To graduate with a CFEE designation a candidate must have a minimum of five (5) years paid, full-time, direct event-related experience at a professional level. This can be achieved during the time that the candidate is attaining the other certification requirements.

4. **Membership** – All program participants will be required to be an IFEA member in good standing before receiving their certification designation.

5. **Convention Attendance** – Candidates must attend a minimum of two (2) IFEA annual or affiliated chapter conventions (including international) within the three years prior to their final certification. Certificates of Attendance will be available for those needing proof of this component. In situations where convention attendance is prohibited by professional commitments, other IFEA seminars may be substituted and/or the time required extended.

6. **Publication** – Candidates must provide a minimum of at least one publishable article, of no less than 1800 words, for inclusion in IFEA's quarterly magazine "i.e.": *the business of international events*, other IFEA resource publications or another comparable industry publication. Topics must be approved by the IFEA editorial committee in advance. Copies of the published article(s) will serve as proof of this component. **Completion of this component is required within 1 year of your enrollment date.**
7. **Speaking Presentations** – Candidates must do a formal speaking presentation at an approved IFEA annual convention, seminar, or affiliate conference (including international) or another comparable professional industry organization conference/seminar resulting in a speaker evaluation rating of 3.0 (out of 5) or better. Topics must be approved in advance and speaker evaluation letters will serve as proof of completion. Non-IFEA affiliated conferences must be pre-approved by the academy in order to be accepted. **Completion of this component is required within 1 year of your enrollment date.**
8. **Assessment** – The last 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 requires 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 courses (or two Event Management School courses from the same areas) in the actual performance of his/her job. The case studies must be submitted to the IFEA Academy of Event Education assessment committee a minimum of two months prior to the IFEA annual convention, giving them ample time to disseminate and review each one. The certification designation will then be awarded at the IFEA annual convention closest to the assessment date. Case studies deemed less than acceptable for completion of the certification process will be returned to the candidate with specific comments and direction. The candidate will be allowed to resubmit during the following year. **Completion of this component is required within 1 year of your enrollment date.**

## Recognition



Each successful candidate, after completing the certification program, will be recognized at the IFEA annual convention, in front

of his or her professional peers. Additionally, the IFEA will send out releases to a media list provided by each successful candidate, recognizing their achievement. No candidate shall receive recognition of certification until all program components are completed satisfactorily.

All those completing the full educational component requirements, through the Core Curriculum Courses above or through completion of the two-year Event Management School curriculum, will be recognized as a Certified Festival & Event Associate (CFEA). Achievement of the CFEA level is required to complete the CFEE professional certification program. Only CFEE candidates are recognized at the IFEA annual convention.

## Investment

Achieving your professional certification is an investment in yourself and your career. The following IFEA member-discounted fees will apply initially to each component of the new program (not counting travel and hotel expenses). Non-member fees will be higher.

1. \$200 for initial enrollment in the certification program
2. \$175 for each one-day course enrollment or \$500.00 for *CFEE FastTrack®* Enrollment (includes all six core curriculum courses).
3. Please check for current Event Management School fees, which are inclusive of food and lodging packages.
4. \$250 for assessment of final portfolio and certification

**Note:** Additional and substantial travel savings may be recognized by completing certification through the *CFEE FastTrack®* program, if offered in your area.

## Recertification

We believe strongly that continued education is a critical component of professional success. If we stop learning, then we stop improving. Under the program expectations, recertification is required every five (5) years. For specific information please contact Leslie McFarlane at 208-433-0950 x 812 or visit our website.

## Life Certification

A CFEE, upon reaching the age of fifty-five or upon retirement, is certified for life. No further reporting is necessary except to notify the certification administrator of meeting the retirement age.

For questions about the CFEE Program, contact Cindy Lerick, CFEE Program Coordinator at Phone: +1-314-614-7152 or Email: [cindy@ifea.com](mailto:cindy@ifea.com).