



Professional Certification is an important step in the career track of leaders in all industries. It enhances professional stature among ones 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 Events 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. Now we have continued that evolution to better meet the needs of those professionals to whom time and financial resources are a premium and, as a result, are pleased to offer to those in our industry the "CFEE FastTrack Certification Program".

Working with partner/presenting organizations who have a stake in the success and professionalism of the festivals and events industry, the IFEA's "CFEE Fast-Track Program" provides the same high-level curriculum (presented by a faculty of the leading experts in our field), the same skills assessments, the same elective and educational requirements, and above all, the same professional recognition as our pre-existing CFEE Certification Program, but at a fraction of the time, travel and costs!

The "CFEE FastTrack Program" is designed for completion by participants around timeframes ranging from six to eighteen months. During the chosen condensed time period, the IFEA will present our complete CFEE core curriculum seminars, in two blocks of 3 days each, including:

- Sponsorship/Sponsorship Service
- Non-Sponsorship Revenue Programs
- Marketing/Media Relations
- Administration/Management
- Human Resources
- Operations/Risk Management



Each of the six (6) core curriculum seminars 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 are provided to participating event professionals during the agreed upon timeframe*. These include:

- Elective Requirements
- Professional Seminar/Conference Attendance
- Professional Publication
- Speaking Presentations
- Final Professional Assessment by the IFEA Academy of Event Education

Following the attainment of professional certification, the IFEA provides each participant with a framable document attesting to their accomplishment and will work with each new CFEE professional to coordinate media releases to pre-identified local, regional and industry news sources.

Best of all, through the support of our sponsor/partner organizations in each area, the IFEA is able to offer the “CFEE FastTrack Program” at a total investment per participant of \$500 (not including travel expenses, if any), plus appropriate level IFEA membership fees if not already a member. Normally, all required certification requirements would run close to \$2,000, plus travel expenses, if any.

The presenting sponsor/partner organization of the “CFEE FastTrack Program” gets positive exposure to and appreciation from the best and brightest upcoming professionals in our field, in addition to the valuable returns from raising the level of professionalism within event organizations and individuals who have the ability to directly effect tourism, economic impact and the overall quality of community life on many different levels.

Getting Started

For more information about this IFEA program, please contact one of our Business Development Directors:

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