

# The Texas Event Leadership Program

Conducted by Texas Cooperative Extension  
Texas A&M University  
Department of Recreation, Park & Tourism Sciences  
in cooperation with  
Texas Association of Fairs & Events  
and  
Texas Festivals & Events Association

## About the Program

The Texas Event Leadership Program (TELP) is a partnership between Texas Cooperative Extension, Texas Association of Fairs & Events, and Texas Festivals & Events Association. The goal of this partnership is to support thousands of communities and organizations across Texas who stage festivals, fairs, and events for the betterment of their community.

Our program offers training modules covering topics of interest to event industry managers and volunteers. Current topics include:

### Core Modules...

- Activity Planning (Creative)
- Board/Committee Relations
- Business Plan
- Community Relations
- Current Trends
- Entertainment (1-2)
- Emergency Management & Crisis Communication (1-2)
- Exhibits (Competitive/Commercial)
- Financial Planning
- Fundraisers & Profit Makers
- Insurance & Liability
- Legal/Regulatory Concerns
- Marketing/Promotion (1-2)
- Management & Planning (1-3)
- Site/Logistical Planning (1-2)
- Sponsorship Basics (1-2)
- Vendors
- Volunteers

### Elective Modules...

- Advanced Sponsorship
- Children and Family Games
- Creative Publicity
- Developing a Website
- Facility Maintenance & Development
- Facility Usage (off-season)
- Livestock Exhibits
- National Entertainment
- Participatory Events
- Trends in Technology

## **The Curriculum...**

TELP “Certificate” Requirements...

- A one time \$50 curriculum fee
- 25 core modules (1.5 hours each)
- 3 electives (1.5 hours each)
- Create a written business plan
- 50 volunteer service points

### **How do I receive Volunteer Service Points?**

*10 points each:*

- Serve as a speaker at an event seminar
- Serve on an event committee
- Serve as a mentor to another event planner
- Write an article for a newsletter or magazine that circulates in the event industry.
- Serve as a “mystery shopper” to offer an evaluation of an event.

A TELP Certificate can be applied towards professional certification with minimum added requirements with the Texas Association of Fairs & Events and Texas Festivals & Events Association.

(The Certificate Program can be completed in 2 to 3 years.)

## **Curriculum Enrollment...**

Contact Texas Cooperative Extension to enroll in the program. This program is open to:

- Event Managers and Planners
- Volunteers
- Anyone who wants to learn more about festivals, fairs or events!

## **Registration...**

- A registration fee is required to attend TELP curriculum venues. Registration fees vary by venue.
- A \$50 one-time curriculum fee is paid at the time of enrollment to work towards the completion of a certificate. This fee registers you into the Certificate Program tracking your progress as you complete modules.

## **Where can I enroll in the Texas Event Leadership Curriculum?**

Curriculum for the Texas Event Leadership Program is offered throughout the year and can be attended by anyone interested in festivals, fairs and events. Modules are taught at the following conferences and workshops.

- January—Texas Association of Fairs & Events (TAF&E) Annual Conference
- February—Texas Event Leadership Certificate Program’s Annual Workshop in College Station
- April/May—Texas Event Leadership Program Regional Workshops (3)
- July—Texas Festivals & Events Association (TFEA) Annual Conference
- Regional TAF&E One-Day Workshops
- Regional TFEA One-Day Workshops

## Contact Information

### Texas Event Leadership Program

(Educational Modules and Certificate Program)

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### Texas Festivals & Events Association

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## The Mission...

The Texas Event Leadership Program seeks to:

- Increase the knowledge and skills of event managers and volunteers so that they may better plan, manage and evaluate a festival, fair, or event in their community.
- Enhance the ability of Texas communities to achieve the desired economic and cultural benefits for producing a festival, fair or event.
- Promote volunteer service that will result in the establishment and/or improvement of Texas events.

## The Benefits...

- To Diversify Knowledge and Skills in the Event Industry
- To Network with Event Professionals
- To Create Tourism in your Community
- To Work towards Professional Certification with these Supporting Organizations:
  - Texas Festivals & Events Association
  - International Festivals & Events Association
  - Texas Association of Fairs & Events

Welcome to the world of event professionals networking together  
to produce superior festivals, fairs and events in Texas.

