



## About the Program

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

## Enrollment and Information...

Contact Texas Cooperative Extension for workshop and conference information.

The program is open to:

- Fair & Festival Managers and Staff
- Event Managers and Planners
- State, County & City Event Planners
- Chambers of Commerce & CVBs
- Non-Profit Organizations
- Volunteers

## Registration...

- A separate registration fee is required to attend TELP curriculum venues. Registration fees vary by venue.
- Optional: A \$50 one-time curriculum fee can be paid at the time of enrollment to work towards a professional certificate. Completion on all TELP requirements can be used towards certification with TFEA and TAF&E.

## When are modules taught?

The Texas Event Leadership Program modules are taught at these locations:

- January—Texas Association of Fairs & Events Annual Conference
- February—Texas Event Leadership Program Annual Workshop
- July—Texas Festivals & Events Association Annual Conference
- Texas Event Leadership Program Regional Workshops, as requested

## Completing the TELP Certificate Program...

TELP Certificate Requirements...

- 25 core modules
- 3 electives
- 50 volunteer service points
- Create a business plan

A TELP Certificate can be applied towards professional certification with minimum added requirements. The TELP program can be completed in 2-3 years.

## Core Modules...

- Activity Planning (Creative)
- Board/Committee Relations
- Business Plan
- Community Relations
- Current Trends
- Emergency Mgt. & Crisis Communication (1-2)
- Entertainment (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
- Decorating Your Events
- Developing a Website
- Facility Maintenance & Development
- Facility Usage (off-season)
- Ideas Everywhere
- Livestock Exhibits
- National Entertainment
- Participatory Events
- Surveying Your Event
- Trends in Technology

## Certificate Volunteer Service Points...

Requirements met with any combination of service:

- Serve as a speaker at an event seminar (10)
- Serve on an event committee (10)
- Serve as a mentor to another event planner (10)
- Write an article for a newsletter or magazine circulating in the event industry. (20)
- Serve as a "mystery shopper" to offer an evaluation of an event. (10)

## ***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 c
- Certification with supporting organizations:
  - Texas Association of Fairs & Events
  - Texas Festivals & Events Association
  - International Festivals & Events Association

## ***Contact Information***

### ***Texas Association of Fairs & Events***

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# ***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  
Texas Festivals & Events Association

real  
learning  
for real life