



Texas Event Leadership Program

Serving Leadership in the Events Industry

Texas Event Leadership Program (TELP) is directed by Texas A&M AgriLife Extension Service in the Department of Recreation, Park and Tourism Sciences at Texas A&M University.

Together with Texas Festivals and Events Association (TFEA) and Texas Association of Fairs and Events (TAF&E), our program provides in-depth and relevant training for event organizers throughout the State of Texas.

TELP is a benchmark program offering instructional modules covering a wide array of topics to address the needs of the festivals and events industry while providing an invaluable opportunity to network with professional event organizers and experts. A certificate of completion from the program can be applied towards professional certification through TFEA and TAF&E.

Whether you are planning a new event, seeking to improve an existing event, or working towards a certificate, everyone is welcome.

Core Module Curriculum

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

Examples of Elective Modules

- Advanced Sponsorship
- Children and Family Games
- Creative Publicity
- Facility Maintenance
- Facility Usage (off-season)
- Livestock Exhibits
- Participatory Events
- Surveying Your Event
- Trends in Technology

Program FAQ

Q: How Can I Participate? A: Go at your own pace! There are two ways to participate:

1. Attend TELP sessions as desired without enrolling in the certificate program.
2. Enroll in the certificate program and complete the following requirements:
 - 24 core modules • 3 electives • 50 volunteer service points • Submit a written business plan

Q: When Are Modules Offered? A: There are several opportunities to join TELP throughout the year:

- January—Texas Association of Fairs and Events Annual Conference
- March—Texas Event Leadership Program Annual Workshop
- July—Texas Festivals & Events Association Annual Conference

Q: Are There Additional Program Requirements? A: Volunteer Service is required and can be met by:

- 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 circulating in the event industry
- Serve as a “mystery shopper” to offer an evaluation of an event

Q: This Is Exciting; How Do I Enroll? A: Welcome aboard!

- There is a one-time \$50 registration fee for enrollment in the TELP certificate program. A separate registration fee is required to attend TELP curriculum conferences and workshops.

To enroll & for more program information, visit the Texas Event Leadership Program website, at: <http://telp.tamu.edu>



Contact:

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