

**Texas Event Leadership Program
Texas Cooperative Extension
Texas A&M University
Department of Recreation, Park & Tourism Sciences**



The Texas Event Leadership Program (TELP) along with the Texas Association of Fairs and Events (TAF&E) and the Texas Festivals and Events Association (TFEA) have come together to support communities across Texas who stage festivals, fairs, and events for the betterment of their community. TELP is a Texas Cooperative Extension program in the Department of Recreation, Park & Tourism Sciences at Texas A&M University. These organizations have combined efforts to provide an educational base for the festival, fair, and event industry.

What does the Texas Event Leadership Program offer?

The Texas Event Leadership Program (TELP) is a combination of instructional modules, volunteer service, and individual assignments. The curriculum consists of 25 core and 12 elective modules. Each module is taught in a 1.5-hour session.

Individuals are required to complete all 25 core modules, 3 elective modules, complete 50 volunteer service points, and write a business plan to earn a certificate of completion. Additional elective modules are not required to complete this program, but may be required to receive certification from TAF&E or TFEA. Volunteer Service Points can be acquired by completing any combination of the following:

1. Serve as a speaker at a local, regional, or state festival, fair, or event seminar. (10 points)
2. Serve on an event committee. (10 points)
3. Serve as a mentor to another event planner. (10 points)
4. Write an article for a newsletter or magazine that circulates in the event industry. (10 points)
5. Serve as a “mystery shopper” to offer an evaluation of an event. (10 points)

A sample of core modules offered are: management, board/committee relations, site & logistics, entertainment, fundraisers, vendors, volunteers, sponsorship, financial planning, insurance and liability, emergency management and crisis communication, and marketing.

Cost: There is a one-time \$50.00 fee to enroll in the Texas Event Leadership Certificate Program. Additional costs will include registration fees for conferences and personal travel expenses.

Certificate Program

TELP is a Certificate Program. A certificate of completion from the Texas Event Leadership Program can be applied towards professional certification with the Texas Association of Fairs & Events and the Texas Festivals & Events Association. Contact these organizations for requirements.

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