



CERTIFIED VENUE PROFESSIONAL

INFORMATION PACKET

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## IAVM Certified Venue Professional Program Information

### INFORMATION

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In accordance with the requirements of the Americans with Disabilities Act of 1990, accommodations in testing can be made if the need is documented for the learner.

Section 309 of the Americans with Disabilities Act (ADA) requires certification and testing organizations to comply with the Act. This section provides that:

"Any person who offers examinations or courses related to applications, licensing, certification, or credentialing for secondary or post-secondary education, professional, or trade purposes shall offer examinations or courses in a place and manner accessible to persons with disabilities, or offer alternative accessible arrangements for such individuals."

The IAVM Certification Program complies with the Americans with Disabilities Act by ensuring that persons with disabilities have physical access to the testing facilities used by the Program. Further, the Program administrator will make accommodation in the way the examination is administered for those persons who have disabilities. The application forms of the IAVM Certification Program provide space for indicating a disability and solicit suggestions from the Candidate as to how he/she can be best accommodated. Persons with questions concerning the Americans with Disabilities Act as it relates to the examinations given by the IAVM are encouraged to contact the Certification Program Administrator.

# INFORMATION FOR PROSPECTIVE CANDIDATES FOR THE CVP PROGRAM

## WHY THE CVP PROGRAM?

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- Develops a standard of professionalism for public assembly venue professionals and the International Association of Venue Managers.
- Creates a learning process that assists the candidate in understanding the diversity and depth of information that led to the creation of our profession.
- Helps the candidate categorize and evaluate their professional experience.
- May increase the value (salary and position) of the job that the candidate currently holds and potential future jobs.
- Creates a feeling of self-worth and self-esteem to those who successfully complete the program.
- Validates the successful recipient as an extremely knowledgeable and experienced public assembly venue manager.
- Potentially leads to the candidate earning his or her Certified Facilities Executive (CFE) designation.

## THE CVP MESSAGE: SKILL, COMMITMENT, GROWTH

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The Certified Venue Professional (CVP) program was created by IAVM in 2015 to recognize the competence of mid-level to senior level managers of public assembly venues as well as assist in creating a professional development road map.

The CVP designation says three important things about an individual: he or she is a capable professional, is committed to the industry, and is pledged to continued professional growth and development. Venue professionals who earn the CVP designation are recognized, by those inside and outside the industry, as skilled in their profession.

The basic purpose of the voluntary certification program is to provide additional incentive for professional improvement in the public assembly venue management industry, to assure recognition for those who attain certain specific standards, and can lead toward the attainment of the Certified Facilities Executive (CFE) designation.

The certification program offered herein is provided to encourage professional development and to recognize achievement. It is *not* the purpose of the certification program to determine who shall or shall not engage in the management of public assembly venues. It is recognized that there are many who are successfully engaged in the public assembly venue industry who are not interested in applying for either the CVP or the CFE designation.

There is a renewal requirement for CVPs to maintain the Certified Venue Professional designation. Every three (3) years, CVPs are required to submit evidence of continuing education and professional development.

## TWO STEPS TO CERTIFICATION

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### STEP ONE: Application Process

*Prerequisite for applying:* The applicant must have a minimum of three (3) years' experience in the mid-level to senior level of management at a public assembly venue or an industry-related supplier of products or services.

1. Submit completed application and payment to IAVM HQ.
  - a. Application fee is US\$125 (US\$195 non-member of IAVM). A credit card payment or check, made payable to the *International Association of Venue Managers*, must accompany the application. This fee is non-refundable.
2. Sign and submit IAVM Code of Ethics.
3. Submit three (3) professional references, using the *Professional Reference Form* template. This is located under the CVP Application / Information tab on the IAVM CVP website.

Application is reviewed by IAVM Certification Board.

### STEP TWO: The Written Exam

Candidates are invited by the IAVM Certification Board to sit for the examination once references are successfully met.

1. Examination fee of US\$395 (US\$545 for non-members of IAVM) is due once the examination date has been confirmed. Note: It is required that exam fees are paid in full no less than 14 days prior to the exam in order to ensure your seat at the specified date. The multiple-choice examination is comprised of 150 questions that cover basic knowledge of the operations of public assembly venues (e.g., arenas, stadiums, convention centers, performing arts venues, etc.). Please refer to page 8 of this document for a complete list of suggested study materials.
2. Examinations are administered/proctored during IAVM's conferences/meetings (AVSS, GuestX, Senior Executive Symposium, Venue Management School, VenueConnect). Please check the web site for current testing dates.
3. Once examinations have been administered, the candidate will be notified by IAVM of the final score within 14 days. All new CVPs will be recognized annually during IAVM's VenueConnect.
4. Candidates who fail the exam are eligible to re-sit during the next calendar year by submitting a written request to IAVM Headquarters. Candidates who fail the examination two (2) times will be required to submit a new application, fees, and meet all eligibility requirements in effect at the time of the application.

CVP Candidates are allowed two (2) years from application submission date to complete the CVP process. If candidate is unable to complete within two (2) years, the candidate must submit a new application, fees, and meet all eligibility requirements in effect at the time of application.

**Certified Venue Professionals** are subject to renewal at three (3) year intervals. Application for renewal due by January 1<sup>st</sup> three (3) years following the date of issuance of the CVP.

# STEP ONE: THE APPLICATION PROCESS

## THE APPLICATION FORM

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Information on the application form should be typewritten or printed (If electronic form is not used). If additional space is required, attach extra 8 1/2 x 11 sheets. Make certain your name appears at the top of all supplemental sheets.

An individual must show accumulation of 100 points, achievable as outlined below:

- Higher Education, Public Assembly Venue Management/Industry Experience & Professional Certification
- Continuing Education
- Teaching/Program Participation
- Publication of Written Works
- Professional and Community Activities

To qualify as a candidate for certification, a venue industry professional must first have three (3) years of experience in the mid-level to senior level of management at a public assembly venue or an industry-related supplier of products or services. Additional experience in the public assembly venue industry may be substituted year-for-year for the educational requirement.

### HIGHER EDUCATION, PUBLIC ASSEMBLY VENUE MANAGEMENT/INDUSTRY EXPERIENCE & PROFESSIONAL CERTIFICATION

*140 points maximum, 66 points minimum*

#### HIGHER EDUCATION

Points are received only for the *highest* degree earned.

Doctoral.....	50 points
Masters' Degree .....	40 points
Bachelors' Degree.....	30 points
Associates, Two-Year Degree, TAFED.....	15 points
Undergraduate Study*.....	1 point/3 semester hours
Graduate Study*.....	2 point/3 semester hours

*\*not culminating in a degree*

If an applicant has not earned a four-year college degree, additional years of venue industry experience beyond the required three years must be submitted. If substituting work experience for the requirement of a four-year college degree, you must document additional work experience. Please attach separate sheets to this application form documenting that experience, including organization charts and job descriptions. All work experience is subject to approval by the Certification Board.

The Certification Board will consider allowing up to 15 points for certification from related professional groups, such as Certified Meeting Professional or Certified Public Accountant. Contact the IAVM Certification Program Administrator for more information.

#### PUBLIC ASSEMBLY VENUE MANAGEMENT/INDUSTRY EXPERIENCE

Venue Management Experience..... 1 point per month

Venue management experience must be in middle to senior level management within a public assembly venue's management structure. Evidence of work experience should include *copies of job descriptions* and *organization charts*. Public assembly venues include: arenas, stadiums, auditoriums, exhibit halls, convention centers, performing arts theaters or amphitheaters.

**CERTIFICATION**

The Certification Board will consider allowing up to 15 points for certification from related professional groups, such as Certified Fairs Executive or Certified Public Accountant. Contact the Certification Program Administrator for more information.

**CONTINUING EDUCATION**

*100 points maximum, 20 points minimum*

**CONTINUING EDUCATION PROGRAMS**

- IAVM Sponsored Venue Management Seminars or Conferences.....5 points per program
- Non-IAVM Sponsored Venue Management Seminars or Conferences.....3 points per program
- Management Seminar or Conferences (non-venue related).....2 points per program
- Venue Management Webinar (audio conference).....2 points per program
- Management Webinar (audio conference – non-venue related).....1 point per program
- IAVM Chapter Meetings or VMA “After 5” Meetings.....2 points per program

**VENUE-INTENSIVE EDUCATION PROGRAMS**

- IAVM Venue Management School (VMS) @ Oglebay.....20 points per one week course
- IAVM Graduate Institute (GI) @ Oglebay.....20 points per one week course
- VMA Asia Pacific Venue Management School .....20 points per one week course
- VMA Asia Pacific Graduate Institute (GI).....20 points per one week course
- IAVM Senior Executive Symposium (SES).....20 points per program
- IAVM Academy for Venue Safety & Security (AVSS).....20 points per program

The Certification Board will require proof of attendance to any non-IAVM sponsored program. Sponsors typically will provide a Certificate of Completion or other documents showing attendance. Education activities should cover subject matter that clearly contributes to the applicant’s practice as a manager or professional in a public assembly venue. In cases where the title of the program does not clearly reflect the relevancy, the applicant should submit a statement describing the content of the program and it’s application to the applicant’s professional work activities. The determination as to whether you will receive credit rests solely with the Certification Board.

**TEACHING/PROGRAM PARTICIPATION**

*30 points maximum, No minimum*

- Venue Management Seminars/Conferences.....5 points per session
- Management Seminars or Conferences (non-venue).....5 points per session
- Industry Related College Courses.....15 per semester
- Mentor Connector Program (Coach, Mentor, Protégé).....2-5 points

**PUBLICATION OF WRITTEN WORKS**

*15 points maximum, No minimum*

- Public Assembly Venue Management Published Articles .....3 points per article

**PROFESSIONAL AND COMMUNITY ACTIVITIES**

*50 points maximum, 0 points minimum*

*PROFESSIONAL ORGANIZATIONS*

- Service on Board .....4 points per year
- Service on Committee .....3 points per year
- Officer of Board (additional points) .....2 points per year
- Chair of Committee (additional points) .....1 point per year

*LOCAL/COMMUNITY ORGANIZATIONS*

- Service on Board ..... 2 points per year
  - Service on Committee ..... 2 points per year
  - Officer of Board (additional points) .....1 point per year
  - Chair of Committee (additional points) .....1/2 point per year
- Chapter Meetings/After 5 Events..... 1 point per event

**REFERENCES**

As part of the application, each applicant is required to provide three (3) Professional References Forms from individuals working in the field of public assembly venue management who could attest to the candidate’s professional experience and qualifications. Candidate’s current employer or former employer (as applicable) is to be listed as the first reference. The Professional Reference Form is located under the CVP Application / Information tab on the IAVM CVP website.

The completed Professional Reference Forms must be included in the completed application packet sent to IAVM HQ.

**CODE OF ETHICS**

Each applicant will be required to affirm acceptance of and commitment to the IAVM Code of Ethics by signature. The IAVM Code of Ethics is included in the application.

## **STEP TWO: THE WRITTEN EXAMINATION**

Exams are administered/proctored during IAVM's conferences/meetings (AMC, ICCC, PAMC, AVSS, GuestX, Senior Executive Symposium, Venue Management School, VenueConnect).

Under special rare circumstances, candidates may request to take the exam at a qualified testing center. It will be the responsibility of the candidate to identify a qualified testing center, proctor/official and agree to pay any local administration fees. IAVM staff will qualify the testing site and finalize the arrangements with the testing center.

Candidates will receive written notice from the Certification Board regarding results within fourteen (14) days after the exam is received by IAVM.



## PREPARING TO TAKE THE CVP WRITTEN EXAMINATION

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The CVP written exam was designed to test your knowledge in various areas the Certification Board has established to be important for the public assembly venue professional. **The exam was not written to test your ability to read and memorize written materials.**

**Please refer to the Competency Standards located on the IAVM web site for more specific information regarding knowledge and skills.**

In considering your need for preparation, you should consider several factors:

Have you had experience with managing or working in a variety of venue types (e.g., arenas, stadiums, amphitheaters, convention centers, performing arts venues)?

*If you have not, you might want to study some of the basic terminology and practices of those venues in which you have not worked.*

Have you developed a working knowledge of various technical operations that take place in various venues (e.g., food & beverage, merchandising sales, accounting, and maintenance)?

*If not, you may want to review study materials that cover those areas concerning which you have had limited contact or experience.*

Do you have knowledge of specific regulations that affect venues? (e.g., accessibility codes, fire codes, personnel law, food sanitation)?

*If not, you should review materials on these subjects included in the study materials.*

A list of Suggested Study Materials is below.

Candidates for the written exam can purchase the following study materials

1. CFE Exam Study Manual, including the IAVM Glossary of Terms & the following material (Available from IAVM for US\$50.00).
2. Public Assembly Venue Management, 2015, by Kimberly Mahoney, PhD, Lee Esckilsen, CFE, Sporty Jeralds, CFE, Steve Camp, CFE. (Available from IAVM to IAVM members for US\$85)

## DESCRIPTION OF THE CVP WRITTEN EXAMINATION

The CVP written examination consists of approximately 150 multiple-choice questions that test your knowledge and competency in the area of public assembly venue management. You will be allowed a maximum of 3 hours to complete the exam. Test questions will cover the following areas:

### **MANAGE OPERATIONS:**

Marion, Michael. "Booking & Scheduling," VMS Monograph #104, Wheeling, WV, IAVM 2015.

Jordan, Phil. "Stage Operations," VMS Monograph #110, Wheeling, WV, IAVM 2015.  
Andersen, Richard. "Venue Operations," VMS Monograph #114, Wheeling, WV, IAVM 2015.

Erwin, Adina. "Risk Management," VMS Monograph #209, Wheeling, WV, IAVM 2015.

### **MANAGE RESOURCES:**

Kibler, Chris. "Financial Management 1," VMS Monograph #107, Wheeling, WV, IAVM 2015.

Kibler, Chris. "Financial Management 2," VMS Monograph #207, Wheeling, WV, IAVM 2015.

Singer, Rich. "Media Relations," VMS Monograph #115, Wheeling, WV, IAVM 2015.

Siehl, John. "Winning Politics: Working with Boards, Commissions and Elected Officials," VMS Monograph #202, Wheeling, WV, IAVM 2015.

### **MANAGE PEOPLE:**

Simons, Russ. "Labor Relations," VMS Monograph #101, Wheeling, WV, IAVM 2015.

Bedier, Kim. "Managing Human Resources," VMS Monograph #103, Wheeling, WV, IAVM 2015.

Painter, Kerry. "Developing Employee Potential," VMS Monograph #113, Wheeling, WV, IAVM 2015.

Erwin, Adina. "Accessibility," VMS Monograph #117, Wheeling, WV, IAVM 2015.

Bedier, Kim. "Diversity in the Workplace," VMS Monograph #203, Wheeling, WV, IAVM 2015.

Painter, Kerry. "Employee Training Programs," VMS Monograph #213, Wheeling, WV, IAVM 2015.

### **MANAGE RISK:**

Turner, Paul. "Planning Life Safety 1," VMS Monograph #106, Wheeling, WV, IAVM 2015.

Zundans, Mark. "Box Office & Ticketing," VMS Monograph #116, Wheeling, WV, IAVM 2015.

Turner, Paul. "Planning Life Safety 2," VMS Monograph #206, Wheeling, WV, IAVM 2015.

### **CONDUCT ADMINISTRATIVE DUTIES:**

Bedier, Kim. "Managing Human Resources," VMS Monograph #103, Wheeling, WV, IAVM 2015.

Williams, Scott. "Professional Ethics," VMS Monograph #111,

Wheeling, WV, IAVM 2015.

**CONDUCT MARKETING & PROMOTIONAL ACTIVITIES:**

Rittenberry, Jason. "Marketing, Advertising, & Public Relations," VMS Monograph #109, Wheeling, WV, IAVM 2015.

Hunter, Robert. "Making & Delivering the Deal," VMS Monograph #204, Wheeling, WV, IAVM 2015.

**PROVIDE QUALITY EXPERIENCE:**

Siehl, John. "Crowd Management," VMS Monograph #112, Wheeling, WV, IAVM 2015.

Hunt, Todd. "Sustainability/Green Initiatives," VMS Monograph #118, Wheeling, WV, IAVM 2015.

Cook, Adam. "Customer Service," VMS Monograph #119, Wheeling, WV, IAVM 2015.

Rittenberry, Jason. "Enhancing the Experience," VMS Monograph #219, Wheeling, WV, IAVM 2015.

**USE MANAGEMENT SKILLS:**

Swanson, Cheryl. "Event Management," VMS Monograph #102, Wheeling, WV, IAVM 2015.

Hart, Eric. "In House vs. Contract Services," VMS Monograph #105, Wheeling, WV, IAVM 2015.

Williams, Scott. "Professional Ethics," VMS Monograph #111, Wheeling, WV, IAVM 2015.

Bonavita, Antony. "Controlling Costs," VMS Monograph #205, Wheeling, WV, IAVM 2015.

Hart, Eric. "Approaches to Management," VMS Monograph #216, Wheeling, WV, IAVM 2015.

**DEMONSTRATE LEADERSHIP SKILLS:**

Bigelow, Chris. "Tenant/Management Relations," VMS Monograph #108, Wheeling, WV, IAVM 2015.

Hunter, Robert. "Leadership," VMS Monograph #211, Wheeling, WV, IAVM 2015.

Twohig, Kevin. "Communication Challenges," VMS Monograph #212, Wheeling, WV, IAVM 2015.

# **CERTIFIED VENUE PROFESSIONAL (CVP) IAVM VOLUNTARY CERTIFICATION PROGRAM**

*Policies and Procedures*

## **1. Purpose**

The basic purpose of the voluntary program is to provide additional incentive for the professional improvement in public assembly venue industry, to assure recognition for those who attain certain specific standards, and to lead toward development of a professional status in the field of public assembly venue management and encourage individuals to pursue the Certified Facilities Executive (CFE) designation (as applicable).

The certification program offered herein is provided to encourage professional development and to recognize achievement. It is not the purpose of the certification program to determine who shall or shall not be engaged in the public assembly venue industry. It is recognized that there are many who are successfully engaged in public assembly venue industry who are not interested in applying for certification.

## **2. Qualifications and Requirements**

To qualify as a candidate for certification, an industry professional must have three years of experience in a middle to senior level management position within the public assembly venue industry or an industry-related supplier of products or services, and may be a graduate of a four-year college or university. Additional public assembly venue industry experience may be substituted year-for-year for the educational requirement. Work experience will be evaluated as to its quality and scope.

In addition, candidates for the CVP designation must meet the following requirements:

- A. An applicant must accumulate 100 points from the following categories.
  - Higher Education
  - Work Experience
  - Continuing Education
  - Venue-Intensive Education Programs
  - Teaching/Program Participation
  - Publications
  - Professional/Community Activities
- B. Each applicant for certification will be required to affirm acceptance and commitment to the IAVM Code of Ethics by signature.
- C. An individual whose application is accepted becomes a candidate for the Certified Venue Professional designation and is allowed to move forward in the process. As part of the application, each candidate is required to provide three references, using the *Professional Reference Form* template, from individuals working in the field of public assembly venue management who could attest to the candidate's professional experience and qualifications. Candidate's current employer or former employer (as applicable) is to be listed as the first reference. These references will be contacted by the IAVM Certification Board to verify qualifications.
- D. Candidates must attain a satisfactory score on a written examination. The examination covers basic knowledge regarding the operation of public assembly venues, including arenas, stadiums, convention centers and performing arts venues. Candidates approved to sit for the exam will receive a list of suggested study materials. The exam consists entirely of multiple-choice questions.

### **3. Administration of the Program**

The Certification Board is an independent body formed for the purpose of evaluating those individuals who wish to obtain the Certified Venue Professional and/or Certified Facilities Executive designations. The Certification Board is an administratively independent entity; all policy decisions relating to certification matters are at the discretion of the Certification Board.

The Certification Board consists of IAVM members who have attained CVP or CFE status including a Chair, Vice Chair, and Past Chair.

### **4. Membership in IAVM Not Required**

Membership in IAVM is not a prerequisite for application to the CVP Program. Membership in IAVM shall not provide an applicant with any preference or advantage over other applicants. However, attendance at certain IAVM educational activities can be used for accumulation of points required for candidacy.

### **5. CVP Not Required for Membership in IAVM**

CVP shall not be a prerequisite for membership in IAVM. The program will have no affect whatsoever on the membership of anyone in IAVM nor will it alter the requirements for prospective new members.

### **6. Applications Voluntary**

CVP is strictly a voluntary program. It remains for each IAVM member to make a determination whether or not to apply for certification.

### **7. CVP Application**

Applicants may contact IAVM headquarters for the necessary forms and instructions. After the applicant is satisfied he/she can meet the minimum requirements, the applicant shall then return the application with required attachments and non-refundable application fee to the IAVM Headquarters of US\$125 (US\$195 for non-members). A credit card payment or check, made payable to the International Association of Venue Managers, must accompany the application. (Additional Note: Written exam fee for CVP is US\$395 (US\$545 for non-members). Once the application is returned to IAVM, it becomes the property of the Association and will not be returned to the applicant. Any material misrepresented with the application will void same.

### **8. Reapplication**

Applicants who fail to meet the requirements of a step must wait the required time as outlined in previous segments of this document to re-attempt accomplishment of a step, following deadlines and schedules for that year's program. Candidates who fail the written examination shall not receive a refund.

### **9. Right to Notification**

The Certification Board shall notify in writing all applicants regarding their status. Individuals who fail to satisfactorily complete a step in the CVP Program shall receive an explanation of their areas of deficiency or need for improvement.

## **10. Right of Appeal**

Within ten business days after the announcement of the results of each CVP step, unsuccessful candidates may file a written appeal of their result with the Certification Board through IAVM's Certification Program Administrator on the basis of alleged inappropriate exam administration procedures, testing conditions severe enough to cause a major disruption of the examination process, the content of the exam, and/or the Certification Board's interpretation of CVP program standards. No one other than the candidate may make the appeal. The Certification Board Executive Committee shall respond to the candidate within 30 days of filing an appeal.

## **11. Confidential Information**

All information and transmissions submitted with the application forms and all communications are kept strictly confidential. The candidate will not be known to anyone outside of the Certification Board or the IAVM staff who are associated with the CVP process. Only the fact of approval for certification is publicly announced.

IAVM headquarters and the Certification Board shall exercise due care with all applicants, in connection with their efforts to become certified.

## **12. Certification Continuation**

Once an applicant has been certified, the designation of Certified Venue Professional shall remain in effect as long as he/she abides by the professional standards and procedures of the program and complies with the CVP Program for Renewal.

CVPs must renew at three-year intervals. The Application for renewal is due January 1<sup>st</sup> three years following the date of issuance of the CVP. On the application, CVPs must show evidence of continuing education, teaching, publishing and/or other professional activities.

A CVP, upon official retirement, is recognized as CVP Retired. No further reporting is necessary except to notify the IAVM Certification Program Administrator in writing of meeting the retirement status.

## **13. Withdrawal of CVP**

Any individual Certified in the CVP Program found not to be in compliance with the program's professional standards or procedures is subject to removal of certification. Following a CVP's receipt of notice of noncompliance, the CVP is entitled a 30-day grace period in which corrective action to the satisfaction of the Certification Board may be taken. If satisfactory corrective action is not accomplished by the end of the 30-day period, the individual is no longer entitled to claim he or she is certified under the CVP Program.

## **14. Application Procedure**

Application forms and instructions are available to members by contacting the IAVM headquarters. Applications can be submitted at any time, but must meet the deadlines noted to be considered in that particular year. Additional information on procedures and the timetable for the current year's program can be found on the IAVM web site.

## **15. Nondiscrimination**

The Certification Board shall not discriminate among applicants as to age, sex, race, religion, national origin, disability or marital status. Upon request, special arrangements will be made available to individuals with disabilities to make the program and its examinations accessible.