



## INTRODUCTION TO THE NEW APPLICATION PROCESS FOR THE CERTIFIED SPECIAL EVENTS PROFESSIONALS (CSEP)® EXAM

### WHAT ARE THE CHANGES TO THE APPLICATION?

- No CSEP Instruction Manual
- No more submitting points
- No recommendation letters
- Application is online
- Fee consolidation
- No one-year time limitation
- Reduction in retake costs

### WHAT HASN'T CHANGED?

- Proof of three years' full time Events Industry Employment
- CSEP Exam Procedures
- Published Application dates and deadlines

### WHY HAVE YOU INTRODUCED NEW CHANGES TO THE APPLICATION PROCESS?

Changes to the CSEP application process and fee structure have been implemented based on candidate feedback and in an ongoing effort to simplify candidates' exam processes and procedures.

### WHERE CAN I FIND INFORMATION ON THE CHANGES?

The exam application and application changes are accessible anytime online at [ileahub.com](http://ileahub.com) at no cost.

### AM I STILL REQUIRED TO PROVIDE PROFESSIONAL INDUSTRY POINTS IN MY APPLICATION?

No, points are no longer required, however, the CSEP designation is designed for seasoned event professionals and three years' full time employment in the events industry is still required.

### WHAT IF I ALREADY PURCHASED A MANUAL?

The manual cost will be deducted from your \$600 total exam fee. No additional fees will be incurred. All of the manual content will now be located on the CSEP website.

### WHAT IF I ALREADY PAID FOR A PORTION OF MY EXAM?

The total cost of the exam still remains \$600 USD and any money that you have already paid will be applied to the overall cost to complete your exam process.

### WILL MY EXAM PROCESS BE DIFFERENT?

No, only the application process has changed. Once approved to sit for the CSEP, all exam procedures remain the same.

### CAN I STILL PAY FOR THE EXAM WITH A CHECK?

Yes, once you complete the online application you will be given the choice to pay through the online system or by check. Simply print your invoice and mail to ILEA HQ.

### WHAT IF MY ONE (1) YEAR TIME LIMITATION ALREADY EXPIRED?

You are still eligible to sit for the exam. The time limitation has been lifted and any candidate who paid the \$600 USD exam application and registration fee can sit for the exam.

### WHAT IF I STILL HAVE ADDITIONAL QUESTIONS ABOUT MY EXAM PROCESS?

You can contact [ILEA Headquarters](mailto:info@ileahub.com) for any or all questions regarding the CSEP or visit [ileahub.com](http://ileahub.com).

## CSEP CONTENT OUTLINE

### 1) Development Phase – 27%

A. Determine purpose of event and prioritize goals and objectives
B. Identify strengths, weaknesses, opportunities and threats (SWOT analysis)
C. Identify event element requirements (e.g., technical production, food and beverage, ancillary programs, entertainment, risk management, and décor)
D. Analyze site requirements and select appropriate site
E. Determine need for ancillary programs (e.g., companion programs, exhibits, optional side trips, recreational activities or mini-events within event)
F. Define and develop integrated marketing plan (e.g., situation analysis, marketing objectives, target markets and messages and measure return on marketing (ROM))
G. Identify and develop promotional strategy (e.g., advertising, Internet promotions, Web site, sales promotions and contests)
H. Identify and develop direct sales strategy (e.g., box office and ticket operations, souvenirs and promotional merchandise)
I. Identify and develop public relations strategy (e.g., media releases, requests for coverage, photo opportunities, media relations, publications, event publicity and public guest appearances)
J. Identify and develop sponsorship program (e.g., sponsorships, donors, grants and gifts)
K. Identify protocol and ceremony needs and develop protocol plans as required (e.g., dignitaries, government and other officials, special equipment, flags and emblems)
L. Conduct a risk assessment and analysis
M. Develop event design
N. Ensure event complies with all federal, provincial, and state legislation and local ordinances
O. Ensure event complies with labor union jurisdictions and regulations
P. Determine proper insurance coverage (e.g., liability, event insurance, additional insurances)
Q. Develop an initial budget
R. Prepare and present a proposal

### 2) Pre-production Phase – 45%

A. Re-assess available resources (e.g., vendors, funds, people, etc.) and time restrictions
B. Implement record keeping procedures
C. Create time lines, including production calendar and schedules
D. Schedule vendor/suppliers meetings
E. Develop event evaluation criteria
F. Develop a site plan
G. Review and comprehend vendor proposals
H. Create structure of responsibility pertaining to event management and its staffing
I. Oversee communications with and between all involved parties (e.g., status reports and budget updates)
J. Determine logical sequence of show or event flow

1. Site and site services (e.g. parking, waste management, capacity, power, telecommunications and floor plan)
2. Entertainment/presentation (e.g., riders, scripting and rehearsals)
3. Transportation (e.g., manifests, shuttle service, airport service and valet)
4. Food and beverage (e.g., alcohol management, catering, guarantees and dietary needs)
5. Technical production (e.g., audio/visual, lighting, sound, special effects and technical rehearsal)
6. Rentals (e.g., delivery and setup)
7. Décor (e.g., scenery, props, branding and floral)
8. Risk management (e.g., security, EMS, contract liability, fire marshal and crowd control)
9. Guest services (e.g., handicap accessibility, translation, hospitality and VIP services)
10. Media production (e.g., photography, videography and show content)
11. Collateral material (e.g., signage, invitation, brochures, promotional items and gifts)
12. Staffing (e.g., recruitment, training, motivation, and evaluation of personnel and volunteers)
13. Ancillary programs (e.g., excursions, companion programs and recreational activities)
14. Marketing and public relations (e.g., press area, event publicity, photo opportunities and sponsorship)
15. Shipping and receiving (e.g., drayage, trucking and courier service)

L. Devise contingency and response plans
M. Ensure event complies with licensing regulations and other intellectual property rights (e.g., ASCAP and BMI)
N. Secure all necessary insurance coverage, licenses, permits, waivers, and other compliance instruments and documentation
O. Negotiate and execute necessary agreements, contracts, leases and other legal documents
P. Conduct pre-event production meetings and personnel/participant orientation

### 3) Production Phase – 20%

A. Implement production schedule
B. Employ communication systems (e.g., methods of communication and communication protocol)
C. Implement risk monitoring and control systems as needed (e.g., contingency and response plans, and safety procedures)
D. Coordinate load-in; load-out
E. Ensure conceptual and contractual compliance of event
F. Conduct pre- and post-inspection of event (e.g., security, health and safety, client, staff and site)
G. Establish behind-the-scenes locations (e.g., green room, production office and rehearsal space)
H. Response to and documentation of incidents and changes (e.g., incident reports, change orders and Signed authorizations)

### 4) Post-production Phase – 8%

A. Determine return on investment (ROI) (e.g., internal and external stakeholders and measurable objectives)
B. Analyze and evaluate entire event management process
C. Audit and reconcile finances and present final budget (e.g., final invoices/billing, financial reports, and profit and loss)
D. Archive information (e.g., legal documentation, media documentation and samples)
E. Ensure full compliance with contractual obligations (e.g., equipment return and payment schedules)