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Hawai'i Tourism Authority, County of Maui Sponsoring Professional Development Program for Organizers of Festivals and Events Statewide

Registration Deadline is January 26 to Enroll in International Festivals & Events Association Training Classes and Earn Certification

HONOLULU – The Hawai'i Tourism Authority (HTA) is encouraging organizers of festivals and events in the Hawaiian Islands to enroll in a sponsored professional development program presented by the International Festivals & Events Association (IFEA) at a drastically discounted rate.

Presented in partnership with IFEA and the County of Maui, the program's curriculum will be offered in two phases on O'ahu and Maui during February and April. Participants successfully completing both phases will earn a certificate of completion, and be on their way to earning the recognition of being a Certified Festival & Event Executive (CFEE).

"HTA is sponsoring this educational and certification program as a service to festival and event organizers in support of the important responsibility they have in sharing Hawai'i's culture and community traditions with residents and visitors," said Caroline Anderson, HTA tourism brand manager.

"HTA invests in dozens of festivals and events statewide and believes there is great value in providing organizations with this special training and educational program to further enrich the visitor experience and foster economic benefits for Hawai'i's communities. Participants will enhance the implementation of their events, gain new knowledge in management, marketing and operations, learn new ways to increase revenue, and can utilize the certification to attract potential sponsors."

Following are the schedules for the O'ahu and Maui CFEE educational classes and course curriculum. Participants will receive certificates of achievement following completion of each course. This is the only IFEA CFEE certification program being sponsored by HTA and the County of Maui in 2018.

O'ahu Schedule

Phase 1: Hawai'i Convention Center, Honolulu

Monday, February 5:	Project Management
Tuesday, February 6:	Non-Sponsorship Revenue Programs
Wednesday, February 7:	Sponsorship and Sponsorship Service

Phase 2: Hawai'i Convention Center, Honolulu

Monday, April 9:	Administration and Management
Tuesday, April 10:	Marketing and Media Relations
Wednesday, April 11:	Operations and Risk Management

Maui Schedule

Phase 1: Maui Arts & Cultural Center, Kahului

Wednesday, February 7:	Project Management
Thursday, February 8:	Non-Sponsorship Revenue Programs
Friday, February 9:	Sponsorship and Sponsorship Service

Phase 2: Maui Arts & Cultural Center, Kahului

Wednesday, April 11: Administration and Management
Thursday, April 12: Marketing and Media Relations
Friday, April 13: Operations and Risk Management

With sponsorship support being provided for the professional development and certification program, the cost to attend the two phases of CFEE educational classes is \$200.

The total CFEE program fee to participate has been discounted to \$425, which is less than a fourth of the normal cost. This includes the \$200 enrollment fee along with an additional \$225 for IFEA annual membership, which is a requirement to receive the CFEE certification.

For more information about IFEA's CFEE program and to register online click [here](#). The deadline to register is Friday, January 26.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiitourismauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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