



**IAVM** **CVE**  
CERTIFIED VENUE EXECUTIVE

## FAQ:

**Q: Why the change for Certified Facilities Executive (CFE) to Certified Venue Executive (CVE)?**

A: The change from Certified Facilities Executive (CFE) to Certified Venue Executive (CVE) is a name change that many consider long overdue; it brings consistency and clarity to the title within the organization. The very term 'facility' could apply to just about anything, from a warehouse or water treatment plant to a shopping center or complex of buildings that comprise a university campus and everything in between. Originally we were an association of auditorium managers, but we were 'facility executives'; then we were an association of assembly managers, but we were 'facility executives'; then we were an association of venue managers, but we were still 'facility executives'. Now, finally, we are 'venue executives' in the association of venue managers.

**Q: Does this change to Certified Venue Executive (CVE) require a vote of the IAVM membership?**

A: Under our association governance model, the change from Certified Facilities Executive (CFE) to Certified Venue Executive (CVE) did not require a vote of the IAVM membership; however, it did require the support and approval from the President and CEO of IAVM. After its October 2016 board meeting, the Certification Board recommended to IAVM President and CEO Brad Mayne, CFE the rebranding of our certification program from CFE to CVE. Recognizing both its importance and impact, Brad asked for time to review and evaluate the Certification Board's recommendation. After a thorough review of this recommendation, coupled with discussions involving fellow IAVM members and the IAVM Board of Directors, Brad recently informed the Certification Board of his approval of the renaming of IAVM's certification program from Certified Facilities Executive (CFE) to Certified Venue Executive (CVE).

**Q: When will this change to CVE become effective?**

A: With the February 1st announcement, IAVM and the Certification Board will be rolling out the rebranding for its executive certification program, to be known going forward as the Certified Venue Executive or CVE. Current CFEs can start to use the new CVE designation.

For more information, please visit [www.iavm.org/cve](http://www.iavm.org/cve).

**Q: What is the difference between a Certified Venue Executive (CVE) and a Certified Venue Professional (CVP)?**

A: The Certified Venue Executive (CVE) is the elite credential of the association and is highly regarded by industry professionals. An individual with a CVE designation possesses significant years of experience in the industry, in addition to holding a top-tiered position within a venue or organization. CVE candidates go through a rigorous application process, inclusive of a written examination and oral interview. The Certified Venue Professional (CVP) program was recently launched and is geared toward middle to senior level managers. The CVP credential signifies that an individual is a capable professional, dedicated to the industry, and is committed to continued growth and development. CVP candidates complete a written examination, but no oral interview is required. A logical next step for a CVP is to pursue the CVE.

**Q: What were the results of the survey last year related to changing the CFE designation to CVE?**

A: Last year, a survey was sent to current CFEs wherein they were asked their thoughts on renaming the certification program from Certified Facilities Executive (CFE) to Certified Venue Executive (CVE). Of those who responded, 58% supported the name change, 22% were neutral, and 20% were against renaming the certification program.

**Q: When will current CFEs get new plaques reflecting the CVE designation?**

A: Framed certificates reflecting the change to the CVE designation, along with a new CVE lapel pin, will be forwarded to all current CFEs. If an individual wants to secure and pay for a new CVE plaque, then arrangements need to be made with Rosanne Duke, IAVM Director of Governance and Operations, at 927-538-1025 or [rosanne.duke@iavm.org](mailto:rosanne.duke@iavm.org).

**Q: Will all CFE references on the IAVM website be updated?**

A: The staff of IAVM will update the association's website to reflect this change from CFE to CVE.

**Q: Can an individual still use the CFE designation until their current supply of business cards, stationery, etc. is depleted?**

A: Please feel free to use your existing supply of business cards, stationery, etc. until depleted, then make the necessary changes when ordering new supplies.

**Q: Will there be any changes in the application process or fee structure for individuals wanting to pursue the CVE?**

A: The intent here is to inform the IAVM membership that there is a change in the name of IAVM's certification program from Certified Facilities Executive (CFE) to Certified Venue Executive (CVE). There are no plans to make any changes in the application process or the fee structure for individuals who are pursuing their CVE designation.

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