



Request for Proposal (RFP): Certification Redevelopment

Issued By: International Association of Venue Managers

5601 Executive Drive, Suite 450

Irving, TX 75038

Date Issued: 4/24/2026

Submission Deadline: 5/22/2026

I. Introduction

The International Association of Venue Managers (IAVM) is a 501c6 membership association serving those individuals who run venues that host live events. Our mission is to educate, advocate, and inspire public venue professionals, worldwide.

The IAVM Certification Commission strives to create certification programs that are the recognized global standard for excellence and leadership in public assembly venue management by fostering an industry-wide culture of professionalism, continuous improvement, and innovation.

We currently offer two certifications: the Certified Venue Executive (CVE) and Certified Venue Professional (CVP). The Certified Venue Executive (CVE) designation is the pinnacle of global recognition for venue professionals. More than a credential, it signals that an individual has reached the highest standard of leadership, strategic insight, and operational excellence in the management of venues. CVEs are not only masters of complex venue environments, they are also industry stewards, committed to innovation, ethical leadership, and lifelong learning. The Certified Venue Professional (CVP) designation is a distinguished credential that recognizes an individual who has demonstrated operational competence and a deep commitment to the advancement of the venue management industry. Positioned at the intersection of experience and ambition, CVPs are proven leaders in middle to senior-level management roles across a diverse range of venues.

To strengthen our current certification programs, we are seeking a qualified consultant or firm to assist in redevelopment of specific areas of our certification programs: certification commission structure, the job analysis process, validation or revision of certification core competencies, identification of body of knowledge, and setting item development standards for certification exams.

II. Purpose of the RFP

The purpose of this RFP is to solicit proposals from experienced consultants or firms with expertise

In professional certification development and familiarity with NCCA accreditation standards. The selected partner will assist us in the following for both the CVE and CVP certifications:

1. Evaluating and making recommendations for optimal certification commission structure
2. Developing an accurate and effective method of conducting a job analysis that will identify certification program competencies
3. Determining a method to identify key resources for use in the programs' body of knowledge
4. Setting item writing development standards for certification exams
5. Aligning with NCCA accreditation standards in all of the above processes

III. Scope of Work

The selected consultant or firm will be responsible for the following tasks:

1. Commission Structure:
 - a. Evaluate current certification commission structure and make recommendations to best realign the commission structure according to certification industry best practices and accreditation standards
2. Job Analysis:
 - a. Identify an accurate and effective method of conducting a job analysis for both certification programs
 - b. Assist with initial development of job analysis content
 - c. Identify an accurate and effective method of identifying certification program competencies
3. Body of Knowledge Identification Method:
 - a. Identify an accurate and effective method of identifying the key resources for use in the body of knowledge for both certification programs
4. Item Writing Development Standards:
 - a. Set standards and specifications for use in item writing for multiple choice exams for both certification programs
 - b. Assist in identifying key components and methods for writing application based multiple choice questions for the Certified Venue Executive exam
5. Deliverables:
 - Presentation to certification leadership summarizing results and recommendations
 - Comprehensive report with recommendations

- Strategy document with clear action steps, tools and methodologies

IV. Proposal Requirements

Interested firms or consultants are required to submit a proposal that includes the following:

- Company overview
- Relevant experience and portfolio
- Proposed approach
- Methodology, work plan and timeline
- Pricing structure
- References

V. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Demonstrated expertise and experience in certification development.
2. Quality and relevance of past work.
3. Proposed methodology and approach.
5. Cost-effectiveness and value of proposed services.
6. References and client feedback.

VI. Submission Instructions

Proposals must be submitted electronically to teresa.davis@iavm.org by [date] 2026. Please ensure the subject line reads: "Proposal for Certification Redevelopment – IAVM."

VII. Timeline

- **RFP Issued: 4/24/2026**
- **Proposal Submission Deadline: 5/22/2026**
- **Award Notification by: 6/30/2026**
- **Project Start Date: TBD**

VIII. Contact Information

For questions or additional information regarding this RFP, please contact:
Teresa Davis, Certification Manager
teresa.davis@iavm.org