

**Event Service Professional Certification**

**Capstone Project Form Part 1: The Challenge Scenario**

*Complete form and return to Event Service Professionals Association Headquarters at* *certification@espaonline.org*

***Certification fee must be paid*** *prior to form being processed and review being conducted.*

***Instructions****:*

*Candidates must first submit the challenge scenario for review and approval by the ESPA Review Board before proceeding to the written response. Candidates have the option to submit their Challenge at the same time as their application to expedite the review process. Please allow 21 days for response on challenge reviews.*

*Candidates have up to one year to complete their Capstone Project (Parts 1 and 2) once their application has been approved. After one year, a new application and fee must be submitted.*

*Form must be typed, not hand-written.*

**Name**:

**Title**:

**Company**:

**Email Address**:

**Office Phone**:

**Date Certification (Capstone Project) Fee was paid:**

**Part 1: Write and Submit an Event Service Challenge Scenario**

Develop and describe a hypothetical or real-world scenario **which requires a solution that engages an event service professional.** The scenario should fall within one of the subject matter areas listed below. **The intent of the challenge scenario is to showcase the role of an Event Service Professional** in working towards needed solution(s), including collaboration with each segment of Services (Hotel, Convention Center, CVB).

Your Challenge scenario should wrap up with a specific written statement in the form of an open-ended question which succinctly summarizes what your subsequent Response, or solution, will address.

Challenge Scenario Areas:

* Connecting Events to the Local Business Economy (Intellectual Capital)
* Corporate Social Responsibility and Giving Back to the Community
* Sustainability
* Customer Service
* Emerging Trends in Event Services
* Event Design
* Technology
* Food & Beverage
* Risk management / Health & Safety
* Measuring Event Success
* Promoting and Marketing Your Destination or Venue
* Servicing by Market Segment

**Indicate your selected Challenge Area [select from the above list]:**

**To ensure your scenario is comprehensive and clearly articulated, please use the provided template below and address the following criteria:**

**Challenge Title** [Concise and descriptive]:

**Type or paste your Challenge below** [Detailed narrative, use as much space as necessary]**:**

**Please fill-in answers to the questions below:**

* What is the ***overall*** impact of the challenge? [Explain the significance; consider the financial, operational, reputational, and strategic consequences of the challenge.]
* Does the challenge impact the CVB, venues, hotels or attractions? [Explain the significance to these entities]
* Who is impacted by the challenge? The group, employees, visitors, locals, others? [List and describe]
* Identify the root causes of the challenge. [Focusing on contributing factors rather than surface-level symptoms.]
* Is this a challenge that an Event Service Professional can help to solve? [i.e., the purpose of this exercise.]

**In conclusion, craft a final written statement in the form of an open-ended question that clearly summarizes the key challenge your upcoming Response Paper—*featuring a solution led by an Event Service Professional*—will address. Please enter it below:**

**Part 2 will be to write and submit your Response paper to the scenario described above, once it is approved. Please keep in mind that your Response will need to demonstrate the Event Service Professional playing an integral role in leading the solution to the challenge.**

Once your Challenge is approved, the next step is to develop a written solution in response to the developed challenge scenario with a minimum of 1,000 words and 5 cited sources *(sources can be from published work or through personnel or client interviews).*

The solution must include hotel, facility/venue and DMO related elements to demonstrate your understanding of all segments of Event Servicing. Additionally, candidate should consider the following when writing their Response:

• MUST show evidence of the impact of the Event Service Professional in the outcome of the challenge

• Demonstrates collaboration across all segments

• Describes resources or relationships involved to achieve the outcome

• Describes measurable outcomes or achievements

**Signature:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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