

ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL

Film Commissioner Certification Guide

 **afci** university

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AFCI Certified Film Commissioner (CFC) Certification Program

OVERVIEW

The Association of Film Commissioners International (AFCI) established the Certified Film Commissioner (CFC) Certification Program in 2007. The program is designed to provide professional training and recognition for its members. Through AFCI, you can achieve your highest potential as a film commissioner by advancing through the steps of its professional development program. By attaining the status of Certified Film Commissioner, you'll have confirmed that you are knowledgeable in 6 Core Competency areas, have worked in a film commission for at least 2 years, and have demonstrated through a written case study project, an understanding of film commissions and their operations. In order to ensure that Certified Film Commissioners continue to keep current on the latest information affecting the profession, the designation must be renewed every five years, at which time the Commissioner will demonstrate continuing proficiency.

AFCI PROFESSIONAL DEVELOPMENT - PROGRAM VISION

To be the recognized leader in providing professional development training opportunities for those working in the film commission profession, and to ensure that AFCI member commissions are operating at the highest level of proficiency through a series of Professional Development courses that culminate in the designation of AFCI Certified Film Commissioner.

MISSION STATEMENT

The AFCI Certification Program is dedicated to enhancing and promoting the skills of film commissioners throughout the world by being the premier provider of credentials for film commissioners. AFCI accomplishes this mission by: establishing both entry-level and professional-level standards for the critical skills needed for effective performance in film commission offices; providing a curriculum-based program to attain skills; creating a fair, valid, and reliable examination process by which professionals can demonstrate their knowledge and skills; granting certification to those who meet the program's standards; and communicating the value of the credential to key constituencies.

VALUES

AFCI believes in:

- Client-focused customer service
- Setting standards for professional performance
- Continuous learning for professional growth
- Personal integrity, professionalism and respect for the individual
- Following ethical business practices
- Inclusiveness and diversity

YOU'VE MADE A GREAT CAREER DECISION!

Examining the process of certification through AFCI is one of the best professional development decisions you will ever make. It is a positive and personally rewarding experience paying off in a premier professional designation. It's your process, so make it happen!

Certification is a Process - Follow the pathway to further develop your knowledge and skills.

It is Self-Paced - Work at your own speed, as your schedule allows. About half of the certification program participants will achieve certification in about 2 years, with the other half expected to reach the CFC designation within in 5 years.

CFC Support is Guaranteed - Rely on AFCI Staff and members to answer your questions, clarify the advancement process, and guide you to other resources and tools.

Introduction to the Certification Process

STEP ONE: REVIEW THE CFC APPLICATION TO SEE IF YOU QUALIFY.

Applicants must have a minimum of 25 points representing areas of experience or achievement attained in their careers and work as film commissioners.

STEP TWO: COMPLETE AFCI'S ENTRY-LEVEL COURSE:

1. Film Commission Fundamentals (FCF) (offered on-line 24/7/365 prior to taking FCP).
 2. The Film Commission Professional (FCP) (offered at least 2 times per year, including at Cineposium and Locations Trade Show).
- * Applicants are not required to take "The Film Commission Professional" if they can demonstrate participation in Film Commission Fundamentals prior to 2007.

STEP THREE: COMPLETE ALL 4 AFCI MASTER CLASSES (THESE MAY BE TAKEN IN ANY ORDER):

1. Marketing for Film Commissioners
2. The Film Commissioner as Economic Developer
3. Advanced Studies in Film Production
4. Leadership for Film Commissioners

* It is not necessary to be working toward the CFC designation to enroll in any AFCI professional development course. Each individual class is an excellent learning opportunity focusing on a specific area in the film commission profession.

STEP FOUR: SUBMIT YOUR APPLICATION TO THE CERTIFICATION COMMITTEE FOR APPROVAL:

The application form may only be submitted after a minimum of 2 Master Classes have been completed and passed. The application must be approved by the certification committee prior to entering the case study phase of the certification process.

STEP FIVE: SUBMIT YOUR CASE STUDY TOPIC TO THE CERTIFICATION COMMITTEE FOR APPROVAL:

The case study is the final phase of the certification process. A topic may be submitted for approval only after all 4 Master Classes have been completed and passed. Use the Case Study Project Form to submit your project to the committee. The committee is responsible for approving case study projects, and is available in advance for discussion about your project.

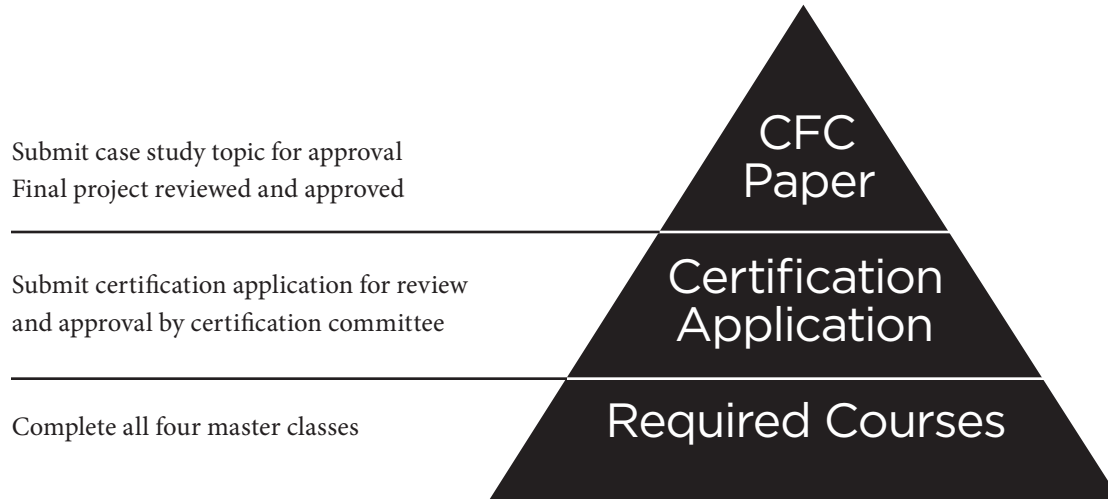
STEP SIX: SUBMIT YOUR COMPLETED CASE STUDY PROJECT FOR APPROVAL:

The Certification Committee will evaluate the final case study project upon completion. If it is approved, the Committee will recommend to the AFCI Board of Directors, the approval of the candidate for receipt of the Certified Film Commissioner designation.

STEP SEVEN: CFC RECOGNITION

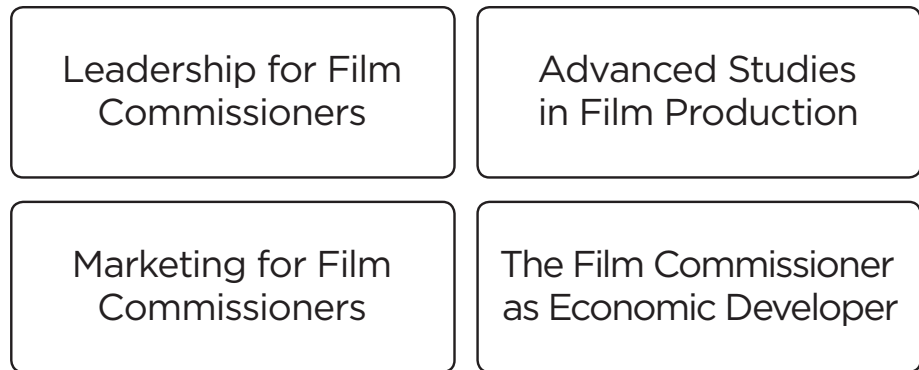
AFCI will contact you once your CFC Designation has been officially granted. You will receive a certificate of completion. A list of those who have been designated as AFCI Certified Film Commissioners will be published regularly by AFCI.

Pathway to Certification



Required Courses

Master Classes



Required for Certification and Membership*

**(1 person in each member office must complete FCF and FCP)*



Required Courses

FILM COMMISSION FUNDAMENTALS

Film Commission Fundamentals is an online course available to anyone with an interest in learning more about film commission work. Anyone who has not taken Film Commission Fundamentals prior to 2007 **MUST** complete this online course before taking Film Commission Professional.

WHO SHOULD TAKE IT?

This course is an introduction and orientation to film commission work and is required of anyone who plans to take advanced AFCI courses. It should be taken by every staff member employed in a film commission and will also be useful for a wide variety of interested people including government officials, local film liaisons and others involved in working with on-location filming. Because it is an online course, it is readily available to anyone at any time. Film Commission Fundamentals and Film Commission Professional must be completed by at least one employee of each AFCI Member Commission seeking Full Membership with AFCI.

WHAT WILL YOU LEARN?

Film Commission Fundamentals will give the participant an overview of all aspects of film commission work. Topics of study include film commission operations, marketing your jurisdiction, an overview of economic development, film incentives programs, scouting, location photography, working with production and clients, and working within the local jurisdiction. Those completing the course will have an understanding of the skills required of every film commission staff member, and the way in which film commissions can successfully interact with the production community and their jurisdictions.

WHAT'S INVOLVED?

You can register for this course on the AFCI website at any time. You will have 30 days from the time you pay your registration fee to complete the course. Each chapter of the course is followed by a short quiz which you must answer correctly before you can proceed to the next chapter. Plan on 1-2 hours per week of time, for 4 weeks, to complete the course. When you have completed all the chapters, you will be awarded a certificate of completion for the course and will be eligible to take The Film Commission Professional, a face-to-face class, if you would like additional training, or if your office is seeking full membership with the AFCI.

THE FILM COMMISSION PROFESSIONAL

The Film Commission Professional is a one-day course that builds on Film Commission Fundamentals by providing more in-depth information on several of the most important elements involved in film commission work. The course content for each section of the course was developed by a professional in that field and the course itself will be taught using lecture and small group session formats.

WHO SHOULD TAKE IT?

This course must be taken by at least one member of a commission that is seeking full membership in the AFCI, as completion of this course and Film Commission Fundamentals is required for AFCI membership. The course is also designed for those interested in acquiring more knowledge about film commission work, particularly those who aspire to a career as a film commission staff member. Finally, everyone who wishes to enroll in the AFCI Certified Film Commissioner Program must first complete Film Commission Professional unless they can demonstrate that they have taken Film Commission Fundamentals prior to 2007.

WHAT WILL YOU LEARN?

Students in this course will explore important topics in greater depth including effective marketing techniques, economic development impact and reporting, and the importance of alliances and partnerships such as working with crew, guilds, unions and economic development officials. Operational overviews from AFCI Member Film Commissions and other useful information will be used to supplement the instructional material.

WHEN CAN I TAKE IT?

The Film Commission Professional will be offered as a part of Cineposium, Locations Trade Show, and other events worldwide as announced.

MASTER CLASSES

Master Classes were created in direct response to views expressed by the AFCI membership. In developing the certification program, the AFCI staff surveyed member commissions and worked with the Professional Development Committee and the Board of Directors to determine what film commissioners wanted to study. The most-often requested topics included marketing principles, economic impact and reporting, leadership training and in-depth study of the production industry. The courses are written and taught by experts in the subject areas. Once a Master Class is completed, the participant will receive a Certificate of Mastery in that area of specialty.

WHO SHOULD TAKE THEM?

The Master Classes are designed for those who have worked extensively in the industry and are interested in advanced educational opportunities. Although it is permissible to take one or more of these classes without progressing through the Certification Program, those in the Certified Film Commissioner Program must complete all four classes to be considered for Certification.

WHAT'S INVOLVED?

Each of these one-day courses will be offered in conjunction with AFCI events such as Locations Trade Show and Cineposium or other events worldwide as announced.

Can You Tell Me More About These Required Courses?

MASTER CLASS - MARKETING FOR FILM COMMISSIONERS

Marketing for Film Commissions will show you how to develop a plan that will most effectively sell your jurisdiction. Marketing has become increasingly important for film commissioners and experienced faculty will cover essential topics such as the 7 P's of effective marketing plans, developing and applying your marketing budget, promoting with public relations, advertising strategies, tracking results and successful sales tactics and strategies. You'll walk away with a written plan you can put to work immediately.

MASTER CLASS - THE FILM COMMISSIONER AS ECONOMIC DEVELOPER

The Film Commissioner as Economic Developer takes a professional look at established economic development techniques, including ways to assess and develop key business relationships to create community value and the use of ED tools and resources that will help you to achieve greater success. Group activities will demonstrate how to handle economic impact data, create effective reports, and ways in which you use workforce development strategies. You'll also discuss and evaluate incentive programs and strategize what's right for your jurisdiction.

MASTER CLASS - ADVANCED STUDIES IN FILM PRODUCTION

Understanding how films are created, made and distributed is an important aspect of being a film commissioner. While you may never be in a position to create, shoot or distribute a film, your understanding of the process will help those production representatives you work with every day. This course will look at the most important aspects of filmmaking. Topics include: finding and using material, working with writers, raising financing, getting a green light, shooting a movie, post production, distribution and marketing, and the future of the industry.

MASTER CLASS - LEADERSHIP FOR FILM COMMISSIONERS

As film commissions, you set the gold standard for leadership in the film industry. Every day, your work touches many different types of individuals in the entertainment and legislative worlds, and you must be able to develop and implement various skills and strategies that encourage positive behavior. This course will provide an examination of various leadership skills with an emphasis on promoting effective and efficient ways to improve film commission operations and performance. Topics include: leadership styles and preferences, a self-exploration of decision-making and values based on leadership theory, and an application of these ideas on important ethical issues.

Core Competencies

AFCI has established the following Domains and core Competencies for film commissions and film commission staff members. A domain is a term that identifies a key element of study that has been identified as being an area of expertise that requires study. Each Domain contains a series of core competencies or specific areas in which individuals must demonstrate expertise to be considered proficient in the field by the AFCI.

THESE CORE COMPETENCIES:

- * Represent what film commission staff members need to know now, but also represent what staff needs to know for the future. Core competencies serve as an on-going marker that determines the boundaries and definitions of who we are as professionals in this field.
- * Expand the overall scope of knowledge of film commission staff. You may not be in charge of strategic or business planning, but you should be familiar with it so you can participate fully in the process of leading the film commission in a positive direction.
- * Have been developed with international perspectives in mind. Core Competencies are always evolving as the industry changes, and will be updated and changed to reflect both new essential knowledge and skills, as well as to make them as culturally aware as possible.

DOMAIN 1: ENTERTAINMENT INDUSTRY AND PRODUCTION

The film and video production industry is complex and ever-evolving. Film commission staff must understand the various types of production, the production process, and the nature of the film commissioner's role in the entertainment industry.

INDUSTRY

1. Understand the nature of film production as a global industry.
2. Identify the various types of production.
3. Recognize the role of the film commission as it relates to production.

THE PRODUCTION PROCESS

1. Examine the various aspects of the production process.
2. Become familiar with production terminology.
3. Recognize the unique job descriptions and classifications of the entertainment industry.

ENTERTAINMENT INDUSTRY FINANCE

1. Understand various models of entertainment industry-related financing.
2. Assess the film commission's role in development of production financing.

Domain 2: Marketing and Communications

Marketing is essential to recruiting production, and is a major part of each film commission's mission. An effective film commission staff member understands proven marketing and communications techniques and how to use them to develop, plan and execute an effective campaign.

1. Outline marketing objectives in order to develop and implement a marketing plan.
2. Utilize public relations and advertising to promote the jurisdiction locally and internationally.
3. Evaluate best practices for allocation of marketing resources.
4. Track effectiveness of marketing initiatives.
5. Understand the use of established sales techniques to sell the jurisdiction.
6. Utilize a variety of photographic techniques to represent and sell the jurisdiction.
7. Understand how to design an effective website as an on-line marketing tool.

Domain 3: Film Commission Operations

There are several key elements essential to creating and managing a film commission. A successful commissioner understands the importance of good customer relations, effective management of production, use of modern technology, knowledge of legal issues, sound budgeting techniques, human resource management and effective written communications.

CLIENT RELATIONSHIPS

1. Understand how to establish production company relationships through meetings, telephone or electronic communications.
2. Communicate with production representatives to determine the specific needs of each project.
3. Understand how to organize and manage an effective location scout/survey.
4. Be aware of the relationship between industry guilds, labor unions and production, and utilize the knowledge to facilitate efficient operations.

WORKING WITH PRODUCTION

1. Analyze script or storyboard breakdown to determine location needs.
2. Manage media requests in cooperation with the on-set publicist or production company representative.
3. Facilitate the use of essential local production services.
4. Support location owners or providers and the interaction with the production company.
5. Understand how to wrap the production to ensure all business and financial obligations have been met.

INFORMATION TECHNOLOGY

1. Examine and choose appropriate information technology systems for the successful day-to-day operations of the film commission.
2. Monitor the selection, purchase, installation, maintenance, and upgrading of film commission technology systems.
3. Understand the techniques involved in developing a film commission website and the process of managing site content.
4. Cultivate an awareness of new technology, new media and related issues.
5. Understand how to use online technologies for information management, marketing and communications.

LEGAL ISSUES

1. Recognize confidentiality issues as they relate to production.
2. Comply with all relevant local and national laws.
3. Evaluate legal issues that may have an effect on production or film commission work.
4. Understand immigration issues that may affect production

HUMAN RESOURCES/PHYSICAL ASSETS

1. Understand how to create and maintain a work environment that fosters teamwork, communication, efficiency and effectiveness.
2. Ensure a clear delineation of accountability and responsibility among staff members.
3. Understand policies and procedures for effective personnel management.
4. Recruit, hire, train and evaluate staff.
5. Implement contingency plans for business continuity.
6. Inventory all film commission physical assets on a regular basis (computers, cameras, etc.).

BUDGETING

1. Utilize established budgeting techniques to manage funds.
2. Monitor and track cash flow.
3. Examine best practices for asset allocation.
4. Identify short-and long-term funding opportunities for the film commission and understand how to develop a strategy for accessing funds.
5. Identify and foster lobbying resources that support funding opportunities.
6. Recognize how to utilize grant-writing skills in order to access funds.
7. Analyze and promote both government and alternative sources of private funding for film commissions

BUSINESS COMMUNICATION

1. Demonstrate effective writing presentation and reporting techniques.
2. Identify sources of industry data and information for use in reports and presentations.

Domain 4: Business Management and Economic Development

Film commissions bring new business, jobs and revenue to their jurisdictions. A thorough knowledge of business and economic development techniques including strategic and business planning, economic impact studies, and an understanding of incentives used to recruit business are valuable to film office staff members.

STRATEGIC AND BUSINESS PLANNING

1. Establish and communicate the film commission's vision and mission.
2. Understand how to use a strategic planning process to advance the film commission's mission and vision.
3. Prepare a business plan to clarify goals and objectives.
4. Be able to align the strategic plan with the business plan to focus resource allocation.

ECONOMIC DEVELOPMENT AND IMPACT

1. Evaluate the principles of economic development as they relate to production.
2. Understand methods of determining the economic impact of the entertainment industry.

INCENTIVES

1. Understand a wide variety of incentive models.
2. Determine service-oriented, non-financial and other types of incentives.
3. Examine options for developing an incentive program for the film commission jurisdiction.
4. Elicit government support for incentive development.
5. Administer finance and tax incentive package programs.
6. Determine the total spend of a production.

WORKFORCE MANAGEMENT AND DEVELOPMENT

1. Understand principles and techniques of workforce development.
2. Recognize and anticipate trends and forecasts in production to assure availability of local talent and crew.
3. Understand how to develop and track the local production workforce, including talent and crew.
4. Develop a database of local production resources.
5. Develop positive relationships and interact effectively with unions and guilds.
6. Understand training systems for nurturing locally-based filmmakers.

Domain 5: Alliances and Partnerships

Film commissions must operate within a network of allies and partners that include government entities, community groups, businesses, crews, talent, production companies and studios. The ability to work successfully within this framework to manage effective business, community and governmental relationships while interacting with the local workforce and production entities is essential for fostering a film-friendly environment.

BUSINESS AND COMMUNITY RELATIONS

1. Establish working relationships with production companies, local businesses, community leaders, and local associations to facilitate the production process.
2. Inform businesses and educate the community about the value of local production activity.
3. Track and promote services needed by production.
4. Be able to maximize opportunities for local business during the production process.

GOVERNMENT RELATIONS

1. Establish positive relationships with national, regional and local government entities and officials.
2. Establish strong working relationships with communities to develop and implement film friendly public policies.
3. Develop an effective network of local film liaisons.
4. Be aware of local and national economic development tools and resources for the identification of available real estate property for production use.

Domain 6: Leadership, Professional Development and Responsibility

As the primary ambassadors of their jurisdictions to all kinds of production representatives, film commission staff members must possess exemplary skills in leadership, interpersonal relationships and ethics. It is important that film commissioners demonstrate a level of professionalism required for effectiveness in the entertainment industry.

LEADERSHIP

1. Participate in initiatives to improve and support film commission performance worldwide.
2. Understand leadership styles and their use in day-to-day situations.

INTERPERSONAL SKILLS

1. Develop effective verbal and written communication and presentation skills.
2. Evaluate personal knowledge and skills through self-assessment and participate in continuous learning activities.
3. Develop problem solving and conflict resolution skills.
4. Apply the use of ethical and effective negotiating tools.

ETHICS

1. Follow standard ethical business practices determined by both industry and local jurisdictions.
2. Ensure that all film commission personnel are truthful in their representation to production entities and jurisdictions.
3. Maintain the highest degree of personal integrity and professionalism.
4. Be aware of and uphold all conflict of interest policies.
5. Understand and respect the needs of a diverse population in a global environment.

**Core Competencies Last Revised: March, 2008

Rules, Regulations and Guidelines

CERTIFICATION COMMITTEE

AFCI's Certified Film Commissioner Program is governed by a committee that makes policy and program decisions, creates and manages all certification program documentation, establishes fee structures and is responsible for reviewing applications and making determinations related to all aspects of the AFCI Certification Program. AFCI staff takes an active role in the management of the program and will assist the Committee in its functions.

An appeals committee will review all appeals made by an AFCI Certification Program applicant involving any aspect of the accreditation process including administration of the Committee's interpretation of eligibility, renewal, or credential revocation standards or determinations and formal case study requirements.

For a current list of the Certification Committee members, please contact the AFCI Executive Office.

APPLICATION REQUIREMENTS

Applications for enrollment in the Certification Program may be completed at any time and sent to the AFCI office with payment of \$150USD. The application process will not begin until funds are received. This fee covers administrative costs associated with the program.

MEMBERSHIP REQUIREMENTS FOR PARTICIPATION IN THE CFC PROGRAM

Your office must be in good standing with the AFCI in order for any member of an office to apply for Certification. Although anyone may take the Professional Development courses, only film commission staff members of AFCI member commissions may receive the Certified Film Commissioner designation.

APPLICATION REVIEW AND APPROVAL

The certification application form may be submitted only after a minimum of 2 Master Classes have been completed and passed. The Certification Committee will meet periodically throughout the year to review applications and case study topic and projects. Applications will be formally reviewed and approved and the applicant will be advised about acceptance into the Certification Program. The application must be approved by the Certification Committee prior to entering the case study phase of the certification process. Case study topics will be reviewed and approved, as will complete case study projects.

Exams

Exams are administered within a 30 day period after a course has been offered. These exams are all available on-line, and registrants will receive periodic notices about the date the course exam expires. Master Class exams are a combination of essay, true and false and multiple choice questions.

TAKING AN EXAM

1. You MUST answer each question.
2. You have ONE opportunity to submit the completed exam.
3. The exam must be completed at one time. However, you may print the exam for completion on paper, and come back to it to complete your answers on-line. You may also use word processing programs to draft your essay question answers and copy and paste them into the online exam.
4. 30 days are permitted to complete the exam. You will receive an email reminder at 15 days, and another at 5 days remaining.

5. AFCI recommends keeping a copy of both your multiple choice or true/false answers and your essay answers, in case of computer technical difficulties.
6. Please note that Film Commission Fundamentals (FCF) and The Film Commission Professional (FCP) exams do not have essay questions.

EXAM SCORING AND PASSING REQUIREMENTS

1. A 70% correct or better is required to pass each exam.
2. When you submit your exam, the computer testing program will automatically grade the multiple choice and true/false questions, so you'll know your score on that portion of the test immediately.
3. Each multiple choice or true/false question is worth one (1) point.
4. Each essay question is worth five (5) points.
5. AFCI will begin scoring the essay portions of the exams after the initial 30 day exam submission period, and will notify you via email that your exam score is available and can be viewed by accessing the member portion of the AFCI website. Your score is password protected, and no one else can view it.

EXTENSIONS AND RE-TAKE FEES

Requests for an extension will be accepted only in case of extenuating circumstances. If you encounter difficulty in completing the exam within the initial 30-day period, you **MUST** contact the AFCI for an extension of up to 15 additional days. After the initial 30-day period (or extension period), any course participant not completing the exam will be charged a \$75 exam re-take fee to complete the exam.

CERTIFICATE OF COMPLETION/CERTIFICATE OF MASTERY

Once the exams have been graded after the initial 30-day period and you have been notified of your passing score, AFCI will mail you a Certificate of Completion (Film Commission Fundamentals and The Film Commission Professional) or a Certificate of Mastery (Master Classes).

FAILURE TO PASS AN EXAM

If you fail an exam, you will be notified by mail. You will be given the option to retake the exam for a \$75 exam re-take fee, within 30 days of receipt of the letter. If you do not pass the subsequent exam, you will not receive a Certificate of Mastery you will be required to re-take the course.

CASE STUDY PROJECT REQUIREMENTS

In order to become fully certified and receive the CFC designation, candidates must demonstrate an understanding of film commissions and their operations through a formal case study project. The topic of the case study, along with its proposed length and format, must be submitted to the Certification Committee for approval before the study is started. Case studies are intended to provide valuable information and insight to other Film Commission staff members, and will be made available to members via the AFCI website.

Case studies can be a report or research paper on a topic of interest to you, or they can be the examination of a particular challenge, situation or problem you have encountered along with the kind of solution that you applied or should have applied. If you elect to analyze a situation, you should include background information, an analysis of the various alternative solutions considered and the approach selected for the final decision. Case studies do not necessarily require a great deal of research or investigation. Most will be an analysis of a situation or presentation of information which is valuable to the AFCI membership. Case studies will be made available to the membership and other interested individuals and will be used as a resource and learning tool.

WHAT TOPICS COULD A CASE STUDY PROJECT INVOLVE?

Here is just a small list of the kinds of topics you could consider for your case study. You should feel free to consult with a member of the Certification Committee or the AFCI staff when developing your own topic.

- Marketing plan development
- Economic development reporting
- Workforce development planning and implementation
- Leadership or ethical challenges
- Production issues unique to your country/region
- The evolution and future of film commissions
- Incentive program concerns and challenges
- Co-production issues
- Film financing issues
- Green filmmaking
- Cultural differences

What will the Certification Committee be looking for when they consider case study topics for approval?

The committee will look for topics which utilize the skills and knowledge acquired during the Professional Development Program. Topics can be very specific and focused, but at the same time they must demonstrate an advanced understanding of the film commission profession. Finally, the topic must provide some value or interest to other commissions.

WHAT SHOULD BE INCLUDED IN THE CASE STUDY PROJECT?

Case studies are a problem-solving approach to situations you have experienced. The project can look at a particular issue through research and discussion, analyze a situation from both a historical and forward looking approach, or conduct new research that investigates a situation rarely looked at elsewhere. The project must be written to include your personal experiences/challenges with a specific issue, and should be generally interesting to other film commissioners.

Writing case studies requires good reporting skills but does not necessarily require extensive research or a review of the literature. The project must include a bibliography of books, magazines, internet sites or personal interviews you used, citing those sources that best support your arguments. Be sure to ask for permission from those you interview before using their name(s). Remember that the case study will be published on the member section of the AFCI website, and some people may not wish to be publicly quoted.

Possible sections to be used in your case study project could include:

1. Introduction
2. Problem statement/challenge or topic for exploration
3. Background/History including current facts
4. Alternative solutions
5. Decision
6. Action/Implementation
7. Results of the Action/Conclusion
8. Bibliography citing sources is required (footnotes are optional)
9. Support materials such as copies of surveys, photos, CDs/DVDs, Internet websites, etc. may be submitted to support your project.

HOW LONG DOES THE PROJECT NEED TO BE?

It is recommended that the case study be 6,000-9,000 words, typed and single-spaced. There is no upper limit on the length of the project. It is preferred that the case study be written in English. However, it is permissible to write the case study in your native language, and provide an English translation for the Certification Committee to review.

RECORD KEEPING/CONFIDENTIALITY

AFCI will keep both paper copies and electronic records of Certification applications and other documents. However, you should keep copies of all documents for your own records. AFCI will not share applicant information with anyone other than the Certification Committee for the approval process.

RENEW YOUR CERTIFICATION

Certification renewal is required every 5 years and is based on a point system with a minimum number of 10 points required for recertification. A renewal fee of \$150USD will be due at the time of application. Points can be earned by occupying leadership positions within the AFCI, volunteering for committees, speaking at or facilitating AFCI events, or attending AFCI events, courses or seminars. The points can be earned at any time between the time you receive Certification and apply for renewal

RENEWAL POINT SYSTEM

Earn 5 points for any of the following:

1. Serve as AFCI Board of Directors Officer or Board Member
2. Serve as AFCI Committee Chairperson
3. Participate as speaker or panelist at an AFCI educational event

Earn 3 points each for any of the following:

1. Facilitate an AFCI Professional Development course
2. Serve on an AFCI Committee
3. Author an article for Locations Magazine or other industry publication

Earn 1 point for any of the following:

1. Attend Cineposium
2. Attend additional workshops or seminars as part of Cineposium or Locations Trade Show
3. Attend any relevant industry seminar/symposia or other educational event
4. Volunteer to assist on-site during an AFCI event
5. Receive a professional designation or award

Appeals Process

The AFCI will convene the Certification Program Appeals Committee on an as-needed basis to hear any appeal made by an AFCI Certification Program applicant involving any aspect of the accreditation process. This includes interpretation or administration of the Certification Program's rules of eligibility, renewal, or credential revocation standards or determinations and formal case study requirements. The Appeals Committee is assisted by the AFCI Executive Director and AFCI Legal Council.

ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL

P.O. Box 2808, Cheyenne, WY 82003, Tel: 1-307-637-4422, Fax: 1-413-375-2903, info@afci.org; www.afci.org

AFCI Certified Film Commissioner Application

REGION

Asia Canada Caribbean/Africa Europe Latin America Oceania United States

Name of Office _____ Country _____

Candidate Name _____ Job Title _____

Street _____

City _____ State/Province _____ Zip/Postal Code _____

Telephone _____ Email _____

FILM COMMISSION FUNDAMENTALS

Have you taken Film Commission Fundamentals in the past 10 years?

- I have not taken Film Commission Fundamentals in the past 10 years.
 I have taken Film Commission Fundamentals.

Location _____ Year _____

MEMBERSHIP STATUS

1 Point required, 1 point possible

1. Is your office in good standing with AFCI? Yes No
2. Are you a salaried employee? Yes No
3. Are you full-time or part-time?

EMPLOYMENT HISTORY

2 Points required, 20 points possible – 1 for each year of full-time employment

Application for the AFCI Certification Program requires a minimum of at least two (2) years, full-time employment or experience in a film commission, the entertainment industry, community development, marketing, tourism, or economic development. Please provide employment information beginning with your current position. Describe your responsibilities as they relate to film commissions for each position.

Current (Or Most Recent) Title _____ Organization _____

Responsibilities _____

Employment Dates (Mm/yy – Mm/yy) _____

Title _____ Organization _____

Responsibilities _____

Employment Dates _____

Current (Or Most Recent) Title _____ Organization _____

Responsibilities _____

Employment Dates (Mm/yy – Mm/yy) _____

Title _____ Organization _____

Responsibilities _____

Employment Dates _____

Current (Or Most Recent) Title _____ Organization _____

Responsibilities _____

Employment Dates (Mm/yy – Mm/yy) _____

Title _____ Organization _____

Responsibilities _____

Employment Dates _____

Current (Or Most Recent) Title _____ Organization _____

Responsibilities _____

Employment Dates (Mm/yy – Mm/yy) _____

Title _____ Organization _____

Responsibilities _____

Employment Dates _____

FORMAL EDUCATION & INTERNSHIPS

No points required, 9 points possible – 4 for each formal degree, 2 formal degrees possible; 1 for internship

Please indicate below the highest level of formal education attained. (Candidates are not required to have a college education to apply for the Certification Program.) Applicants should be able to provide documentation if requested by the Certification Committee.

EDUCATION (COLLEGE OR UNIVERSITY)

Type of degree _____

Name of institution _____

Date of graduation _____

INTERNSHIPS

Name of institution providing internship _____

Name of internship program _____

Description of internship responsibilities _____

Dates of internship (mm/yy – mm/yy) _____

Name of faculty advisor _____

CONTINUING EDUCATION

2 points required, 10 points possible – 1 for each program

Please indicate any continuing education programs that you have attended within the past 10 years. 1 point is given for each course/workshop. Classes must pertain to film commission work, the entertainment industry, marketing or economic development. Film Commission Fundamentals, the Film Commission Professional, Cineposium and the Master Classes qualify for points.

Name of program _____

Course provider _____

Location _____

Length/type of program (e.g. weekly evening classes over the period of a year/ four day residential course) _____

Name of program _____

Course provider _____

Location _____

Length/type of program _____

PROFESSIONAL CONTRIBUTIONS: TEACHING, SPEAKING OR WRITING

No points required, 5 points possible- 1 for each contribution

Professional contributions include teaching an industry course, speaking at an industry seminar/symposium, or publishing an article in an industry publication (in print or online). The contributions must be in addition to standard job requirements, substantially related to the profession and have occurred within the past 10 years. Please provide evidence.

Title of course/seminar/article _____

Seminar sponsor/publication name _____

Date of delivery/publication _____

Session/article content (provide a brief description) _____

Title of course/seminar/article _____

Seminar sponsor/publication name _____

Date of delivery/publication _____

Session/article content (provide a brief description) _____

PROFESSIONAL DESIGNATIONS AND AWARDS

No points required, 5 points possible- 1 for each designation or award

List individual designations or awards you have received that recognize your expertise and achievement in the film commission, marketing or economic development profession, or within the entertainment industry.

Designation/award _____

Purpose _____

Sponsoring organization _____

Qualifications _____

Date of receipt _____

LEADERSHIP ROLES

50 points possible

Please list any leadership roles within industry-related organizations. The organizations must pertain to film commission work, the entertainment industry, marketing or economic development.

NATIONAL/INTERNATIONAL LEADERSHIP		LOCAL CHAPTER/CLUB	
<i>Officer of Board of Directors</i>	<i>10 points</i>	<i>Officer of Board of Directors</i>	<i>5 points</i>
<i>Board Member</i>	<i>8 points</i>	<i>Board Member</i>	<i>4 points</i>
<i>Committee Chairperson</i>	<i>6 points</i>	<i>Committee Chairperson</i>	<i>3 points</i>
<i>Committee Member</i>	<i>4 points</i>	<i>Committee member</i>	<i>2 points</i>

POSITION/ROLE/ACTIVITY

Organization _____

Name of panel/committee _____

Dates served (mm/yy – mm/yy) _____

Organization _____

Name of panel/committee _____

Dates served (mm/yy – mm/yy) _____

Organization _____

Name of panel/committee _____

Dates served (mm/yy – mm/yy) _____

REFERENCES

Please provide the names of two personal references within the film commission field, the entertainment industry, marketing or economic development who the certification committee can contact regarding your professional experience and qualifications as set forth in this application.

Name _____

Organization _____

Address _____

Tel/cell phone _____

Email _____

Name _____

Organization _____

Address _____

Tel/cell phone _____

Email _____

CALCULATE POINTS

Use the chart below to calculate the points for each category

CATEGORY	POINTS	OFFICE USE
Membership Status <i>1 point required, 1 point possible</i>		
Employment History <i>2 points required, 20 points possible</i>		
Formal Education & Internships <i>0 points required, 9 points possible</i>		
Continuing Education <i>2 points required, 10 points possible</i>		
Teaching/Speaking/Writing <i>0 points required, 5 points possible</i>		
Professional Designations and Awards <i>0 points required, 5 points possible</i>		
Leadership Roles Within the Industry <i>0 points required, 50 points possible</i>		
Point Total <i>5 points required in 3 major areas, 25 points required to apply, 100 points possible</i>		

Film Commissioner _____ Date _____

PAYMENT

A fee of \$150USD is due at the time the application is submitted. The application process will not begin until funds are received. This fee covers administrative costs associated with the program.

PAYMENT TYPE

Check or Money Order Bank Wire Transfer*
Credit Card: Visa MasterCard American Express

Card Number _____ Exp. Date ____ / ____

Name on Card _____

Film Commissioner Signature _____

**Additional \$25 wire transfer fee; Contact AFCI to make arrangements*

Return application by mail, fax or email to:

ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL

P.O. Box 2808, Cheyenne, WY 82003, Tel: 1-307-637-4422, Fax: 1-413-375-2903, info@afci.org; www.afci.org

AFCI Certified Film Commissioner Case Study Project Topic

Name: _____ Job title: _____

Affiliation: _____

Telephone: _____ Email address: _____

Date of submission: _____

The AFCI Certification Committee will review your topic selection during its next meeting. You should have a well developed topic idea and be prepared to complete the project within 1 year (12 months) of receiving approval by the Committee. This document can be submitted electronically or by fax or mail. Please use additional space if needed. There is no fee required when submitting this form.

Topic/problem/challenge statement:

Why was this topic selected?

Why does this topic appeal to you and why would it appeal to others?

What do you hope to learn and/or share with other professional film commissioners?

What research sources do you plan to use (interviews, written publications, Internet, etc)? Please be specific:

Return to: CFC Certification Committee

ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL (AFCI)

P.O. Box 2808, Cheyenne, WY 82003, Tel: 1-307-637-4422, Fax: 1-413-375-2903, info@afci.org; www.afci.org

AFCI Certified Film Commissioner Renewal Application

RENEWAL CRITERIA

Certification renewal is required every 5 years and is based on a point system with a minimum number of 10 points required for recertification. A renewal fee of \$150USD will be due at the time of application. Points can be earned by occupying leadership positions within the AFCI, volunteering for committees, speaking at or facilitating AFCI events, or attending at AFCI events, courses or seminars.

CANDIDATE INFORMATION

AFCI requires that all CFC applicants for renewal be employed by an AFCI member office at the time of application.

REGION

Asia Canada Caribbean/Africa Europe Latin America Oceania United States

Name of office _____ Country _____

Candidate name _____ Job title _____

Street _____ City _____

State/Province _____ Zip/postal code _____

Telephone _____ Email address _____

Date of original certification _____

RENEWAL POINT SYSTEM

Earn 5 points for any of the following:

- Serve as AFCI Board of Directors Officer or Board Member
- Serve as AFCI Committee Chairperson
- Participate as a speaker or panelist at AFCI educational event

Earn 3 points for any of the following:

- Facilitator of an AFCI Professional Development course
- Serve on an AFCI Committee
- Author an article for Locations Magazine or other industry publications

Earn 1 point for any of the following:

- Attend Cineposium
- Attend additional workshops or seminars as part of Cineposium or Locations Trade Show
- Attend any relevant industry seminar/symposia or other educational event
- Volunteer to assist on-site during an AFCI event
- Receive a professional designation or award

LEADERSHIP ROLES

5 Points for each activity

Please list any leadership roles within industry-related organizations within the past 5 years. The organizations must pertain to film commission work, the entertainment industry, marketing or economic development.

NATIONAL/INTERNATIONAL LEADERSHIP

Officer of Board of Directors

Board Member

Committee Chairperson

Participate as speaker or panelist at an AFCI educational event

Position/role/activity _____

Name of panel/committee _____

Dates served (from _____ to _____)

Position/role/activity _____

Name of panel/committee _____

Dates served (from _____ to _____)

Position/role/activity _____

Name of panel/committee _____

Dates served (from _____ to _____)

Position/role/activity _____

Name of panel/committee _____

Dates served (from _____ to _____)

PROFESSIONAL CONTRIBUTIONS

TEACHING, SPEAKING OR WRITING, AFCI COMMITTEE MEMBER

3 Points for each contribution

Professional contributions include teaching an industry course, speaking at an industry seminary/symposia, publishing an article in an industry publication (in print or online), or participating as part of an AFCI Committee. The contributions must be in addition to standard job requirements, substantially related to the profession and have occurred within the past 10 years. Please provide evidence if needed.

Title of course/seminar/article _____

Seminar sponsor/publication name _____

Date of delivery/publication _____

Session/article content (provide a brief description) _____
