

# TCAP Certified Auction Professional Courses

As of April 9, 2020. Subject to edits. ALL CE listed is for TDLR Auctioneer License, unless noted. For CE credit, you must sign in and list your TX license # at each class.

**TCAP COURSES** \*Additional fees apply. See registration form.



\*space is limited

This new certification was designed to close the gap between auction school to a career in the auction profession regardless of your experience. Completion of each course required will provide acknowledgement & certificate.

## TCAP BUSINESS, TCAP MARKETING, TCAP OPERATIONS

- Course 1 - Business Fundamentals Intensive
- Course 2 - Marketing At All Angles: Self, Client, Online
- Course 3 - Auction Logistics from the Ground Up

### WHO SHOULD ATTEND?

- ♦ NEW Auctioneers, Auction Professionals & Future Auctioneers
- ♦ Auctioneers Ready To Grow Business
- ♦ Experienced Auctioneers That Want Business Update Refresher

**HOW DO I GRADUATE?** Upon completion of all 3 courses, graduates will be awarded "TCAP Certified" distinction which will include: adding to your credentials, a pin, use of logo, mentoring, free ad in TAA news, custom press release for local marketing and status. Attendees can take 1, 2 or all 3 courses. To become TCAP Certified and use the credential graduates will need to be a TAA member and a Texas Licensed Auctioneer in good standing.

*\*Lunch provided for all classes & will include information on online bid platforms\**

8:30am-5:00pm

*Texas Certified Auction Professional (TCAP) Course 1*

[8hrs]

### **BUSINESS FUNDAMENTALS INTENSIVE**

Course Moderator: Lance Swigert, CAI

- Business Plan, Business Setup, Contracting, Negotiation, Labor & Insurance Overview - Mike Brandy, CAI, CAS, AARE
- Start Up Financial Expectations & Trends - Caleb Holt, Axle Box Inc.
- Technology Boot Camp for Start Ups and Q&A - Aaron Traffas, CAI, ATS, CES
- Hard Knocks Panel: Auctioneers Share Insights - Scott Swenson, CAI, GPPA, Jim Swigert and Walt Cade, CAI, ATS, BAS, CES

8:30am-5:00pm

*Texas Certified Auction Professional (TCAP) Course 2*

[8hrs]

### **MARKETING AT ALL ANGLES: SELF, CLIENT, ONLINE**

Course Moderator: Heather Kaspar, CAI, GRI, BAS, SRES

*BONUS: Each student will receive: free headshot during lunch and free starter set business cards*

- The Role of Your Website in Marketing - Company & Events - Aaron Traffas, CAI, ATS, CES
- Prospecting, Lead Generation, Closing & Role Play - Brent Graves
- Advertising Trends and Media Buying Updates - Hans Hammond, Branding Iron Management
- Sales & Marketing Strategies, Building Clients, Communication Skills - Beth Rose, CAI, AAM, AARE
- Branding for the Modern Auctioneer, Interview Tips - Beth Rose, CAI, AAM, AARE
- Marketing Pearls - "What Worked for Us and What Didn't", Staffing Tips & Q/A - Gayle Stallings, CAI, BAS
- Panel: Marketing Experiences

8:30am-5:00pm

*Texas Certified Auction Professional (TCAP) Course 3*

[8hrs]

### **AUCTION LOGISTICS FROM THE GROUND UP**

Course Moderator: Jackie Lemons-Shillingburg, CAI, AMM, PRI

*BONUS: Attendees that complete Logistics Class will have access to TAA auctioneer mentors for 6 months to intern or advise.*

- Auction Logistics Intro: Identifying Needs & Audience - Jack Christy, Jr.
- Logistics Basics: Physical Setups, Clerking/Cataloguing, Using Checklists, Online vs Live Needs, Distribution & Future Trends - Jack Christy, Jr.
- Audio Visual & Sound Tips - Aaron Traffas, CAI, ATS, CES
- Live Set Mini Auction - Jack Christy, Jr. & Volunteers
- Insurance Trends - Heath Groves
- Logistics Panel: Differences in Auction Types, Safety Cautions, Labor Tips, Q&A - Gayle Stallings, CAI, BAS, Lori Campbell, CAI, GPPA, PRI and Liz Drake, CAI, ATS, GPPA

**NOTE: 2020 Attendees that complete all 3 tracks will be the FIRST TCAP designees! They will be recognized at the August 15 Awards Dinner and receive a pin. A press release will be provided to graduates to share with your local areas.**