

# TCAP Courses

**TEXAS** Certified  
**AUCTION** Auction  
**PROFESSIONAL** Professional  
*Path to Power...*

*\*space is limited*



As of February 9, 2021. 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. \* TAA TDLR CE Provider #125 \*

## OPTIONAL PRE-CONFERENCE COURSES

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

The TCAP Certification is designed to close the gap between auction school and a career in the auction profession, regardless of experience. The courses also offer continuing education for auction professionals that want to diversify, re-evaluate or rebrand. The TCAP program offers 3 courses outlined below.

**WHO SHOULD ATTEND?**

- NEW Auctioneers, Auction Professionals & Future Auctioneers
- Auctioneers that want to Rebrand, Update and Grow

**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.

**May 20, 2021** – all courses offered from 8:30 AM - 5:00 PM and will provide 8 CE hrs each.  
Lunch provided for all TCAP classes with auction software updates.

### BUSINESS FUNDAMENTALS *Course 1*

Course Moderator: **Doug Bradford, CAI, TCAP**

- Business Setup, Business Plan, Contracting, Negotiation, Labor, Insurance Overview, Q&A - Mike Brandly, CAI, AARE
- Business Plan, Financial Expectations, Capital and Q&A – Caleb Holt, Axle Box
- Technology Boot Camp for Start Ups - Aaron Traffas, CAI, ATS, CES
- Hard Knocks Panel Q&A - TBA

### MARKETING AT ALL ANGLES *Course 2*

Course Moderator: **Elizabeth Drake, CAI, ATS, GPPA, TCAP**

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

- Prospecting & Lead Generation "Old School & New" - Beth Rose, CAI, AMM, AARE and Sara Rose Bytnar, CAI, AMM, AARE
- The Role of Your Website in Marketing - Current Trends - Sara Rose Bytnar, CAI, AMM, AARE
- Advertising Trends and Media Buying Updates - Hans Hammond, *Branding Iron Management*
- Sales & Marketing Strategies, Building Clients, Communication Skills - Beth Rose, CAI, AMM, AARE
- Branding for Modern Auctioneer, Media Interview Tips, Sales Call in 2021 - Beth Rose, CAI, AMM, AARE
- Marketing Yourself, Using your branding and getting from A to B - Myers Jackson, CAI, CES
- Prospecting, Closing and Marketing Tips with Q&A Panel - Beth Rose, CAI, AMM, AARE, Myers Jackson, CAI, CES and Walt Cade, CAI, ATS, BAS, CES

### LOGISTICS FROM THE GROUND UP *Course 3*

Course Moderator: **Jackie Shillingburg, CAI, AMM, PRI, TCAP**

- Auction Logistics: Identifying Audience & Needs - Jack Christy, CAI, ATS, BAS, GPPA
- Logistics Basics: Set ups, Clerking, Cataloguing, Checklists, Online vs. Live Needs - Jack Christy, CAI, ATS, BAS, GPPA
- Audio Visual & Sound Tips - Aaron Traffas, CAI, ATS, CES
- Distribution, Safety & Labor Tips & Future Trends in Lieu of COVID, Q&A - Jack Christy, Jr., CAI, ATS, BAS, GPPA
- Walk Thru Set Up: Interactive Demo - Jack Christy, Jr., CAI, ATS, BAS, GPPA
- Insurance Update - TBA
- The New Auction in the Virtual Arena: Why you can't just show up! - Gayle Stallings, CAI, BAS
- Tips and Q&A

*Agendas above as of 02/24/21.*

**NOTE: 2021 attendees that complete all 3 courses will be recognized at the May 22 Awards Dinner and receive a pin. A press release will be provided to graduates to share with your local areas.**