

TCAP Courses

As of March 4, 2022. 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 #1125*

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

**space is limited*



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.

June 17, 2022 – all courses offered from 8:30 AM - 5:30 PM and will provide 8 CE hrs. each.
Lunch provided for all TCAP classes. TCAP alumni and students network lunch.

BUSINESS FUNDAMENTALS *Course 1*

Course Moderators: **Doug Bradford, CAI, TCAP**
David Drake, 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** - Sara Rose Bytnar, CAI, AMM, AARE & Lance Swigert
- **Hard Knocks Panel Q&A** – Jim Swigert (HOF), Lori Campbell, CAI, GPPA, PRI, TCAP (HOF) and Walt Cade, CAI, ATS, BAS, CES

MARKETING AT ALL ANGLES *Course 2*

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

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

- **Prospecting & Lead Generation "Tried & True"** – Mike Fisher
- **Website in Marketing for Company & Events with New Technology for Lead Generation** - Sara Rose Bytnar, CAI, AMM, AARE
- **Sales & Marketing Strategies, Communication Skills & "30-second Intro"** - Mike Fisher
- **Current Advertising Trends and Media Buying Updates** - Hans Hammond, *Branding Iron Management*
- **Branding for Modern Auctioneer, Media Interview Tips, Sales Call in 2021** - Mike Fisher
- **Marketing Yourself, using your Branding and Getting from A to B** - Myers Jackson, CAI, CES
- **Prospecting, Closing and Marketing Tips with Q&A Panel** - Mike Fisher & Myers Jackson, CAI, 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**
- **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** – Doug Groves, *Program Insurance Group*
- **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 03/04/22.

NOTE: 2022 attendees that complete all 3 courses will be recognized at the June 18 Awards Dinner and receive a pin. A press release will be provided to graduates to share with your local areas.