



IAAPA®

The Global Association
for the Attractions Industry

2019 CERTIFICATION CANDIDATE HANDBOOK

- IAAPA Certified Attractions Manager (**ICAM**)
- IAAPA Certified Attractions Leader (**ICAL**)
- IAAPA Certified Attractions Executive (**ICAE**)

GET
IAAPA  **CERTIFIED**

Current as of July 2019

TABLE OF CONTENTS

Introduction	1
About This Handbook.....	2
About IAAPA	2
Choosing The Right Certification For You	3
Steps To Becoming Certified	4
How To Complete The Application	5
Frequently Asked Questions.....	6
Additional Resources	6

INTRODUCTION

Congratulations on taking the first step to earning an IAAPA Certification. Professional certification is an important step in your career track. It enhances professional stature amongst your peers and recognizes those who have gone beyond expectations to be the best that they can be. It makes a statement to those with whom we do business, provides a leveraged position from which to negotiate, helps build career success, and sets higher standards for the attractions industry. Earning an IAAPA certification is the mark of professional achievement in the attractions industry. It helps drive professional self-confidence, opens doors, creates connections, and offers widespread value and recognition for certification holders. Those who obtain an IAAPA certification experience:

- **Recognition**
 - » As the premier industry recognition, IAAPA certification distinguishes holders as career professionals who have demonstrated a high level of experience, skill, and knowledge.
- **Competitive Advantage**
 - » The designations convey credibility, commitment, and competence within the attractions industry.
- **Peer Acceptance**
 - » Holders are immediately recognized by their peers as fellow professionals committed to the advancement of the profession.
- **Salary Enhancement**
 - » A certification is a competitive advantage when it comes to negotiating salaries and other business.
- **Personal Achievement**
 - » Provides a sense of personal and individual achievement as a skilled professional.

ABOUT THIS HANDBOOK

This handbook explains the steps that you will need to follow to earn one or more of IAAPA’s three designations:

- IAAPA Certified Attractions Manager (ICAM)
- IAAPA Certified Attractions Leader (ICAL)
- IAAPA Certified Attractions Executive (ICAE)

This handbook should be your first stop in your journey to earning a certification as it will answer the majority of questions you have related to the certification process.

ABOUT IAAPA

IAAPA is the premier trade association representing the diverse and ever-changing attractions industry. For over a century we have connected companies of all sizes, and people of all levels, to provide meaningful experiences for their guests around the world.

IAAPA hosts global events and conferences that spread successful ideas and practices. We also provide valuable tools and resources that make all of our businesses smarter, safer, and more profitable while delivering guest experiences that surprise and delight.

With over 6,000 member companies from over 100 countries, IAAPA is the sum of its unique perspectives. And when we inspire each other, we move the attractions industry forward.

Vision

A diverse and dynamic association for the attractions industry with global reach and impact.

IAAPA will be an indispensable global resource for our members, and international authority for our industry, and a world-class workplace for our employees. IAAPA will have a significant presence in every region of the world, and in every part of the growing and diversifying attractions industry. Through this, IAAPA will support the long-term sustainability of members, their partners, and communities.

Mission

We inspire, grow, and protect the global attractions industry through member connections.

IAAPA is the premier organizer of global attractions industry events and the facilitator of marketplace connections. Through this, we enable the success and competence of our members to deliver safe and memorable experiences to guests.

You can rest assured that IAAPA certifications are relevant, respected, and highly valued around the world. IAAPA certifications are available to members and non-members of IAAPA. As a member you will receive members-only pricing on your certification pursuits. To learn more about becoming a member visit www.iaapa.org/membership.

CHOOSING THE RIGHT CERTIFICATION FOR YOU

IAAPA offers three different certification options for you to choose from. Each certification is targeted to your career level within the attractions industry:

- **Manager** – Front Line Supervisor or Manager
- **Leader** – Sr. Manager, Director, Vice President
- **Executive** – General Manager, Owner, Sr. VP, Executive VP, President, Chief Officer

To earn an IAAPA certification, you must have a combination of work experience, supervisory experience, and accumulated a prescribed number of hours of professional development. The below table illustrates the requirements for each of IAAPA’s certifications.

REQUIREMENT	IAAPA CERTIFIED ATTRACTIONS MANAGER (ICAM)	IAAPA CERTIFIED ATTRACTIONS LEADER (ICAL)	IAAPA CERTIFIED ATTRACTIONS EXECUTIVE (ICAE)
Work Experience	3 years full-time work experience (<i>1 of the 3 years within the attractions industry</i>).	5 years full-time work experience (<i>3 of the 5 years within the attractions industry</i>).	10 years full-time work experience (<i>7 of the 10 years within the attractions industry</i>).
Supervisory Experience (managing others)	1 year minimum	2 years minimum	5 years minimum
Professional Development	60 hours (<i>within last 5 years</i>) (<i>a minimum of 20 hours must be from IAAPA programs</i>)	140 hours (<i>within last 7 years</i>) (<i>a minimum of 50 hours must be from IAAPA programs</i>)	200 hours (<i>within last 10 years</i>) (<i>a minimum of 70 hours must be from IAAPA programs</i>)
		Or, ICAM plus 80 hours (<i>within last 4 years</i>)	Or, ICAL plus 60 hours (<i>within last 4 years</i>)
Applicable Job Titles	Lead, Supervisor, Manager	Sr. Manager, Director, Vice President	General Manager, Owner, Sr. VP, Executive VP, President, Chief Officer

STEPS TO BECOMING CERTIFIED:

Step 1: If you do not already have one, make sure you have created profile on IAAPA.org.

To become a member of IAAPA, please visit www.IAAPA.org/membership and select “Join Now”. After selecting your region, you will be prompted to select your membership type. You will then be able to create an account and complete your membership transaction.

To continue as a non-member, please complete the non-member registration form located at <https://members.iaapa.org/RegisterNonmember>.

Step 2: Review the documentation on IAAPA’s website: www.iaapa.org/education/iaapa-certification

- Candidate Handbook
- Credit Hours Estimator
- Approved Provider Course Information
- Certification Application Form

Step 3: Determine which certification program you are eligible to apply for.

Step 4: Complete your certification application. Please note, it is your responsibility to provide IAAPA with your Professional Development activities. IAAPA is not able to create transcripts for you.

Step 5: Once complete, send the application with any/all supporting documentation to Sarah Witze – Global Education and Marketing Coordinator. It is preferred that you send the documents electronically via email.

Email	Postal Service
SWitze@IAAPA.org	IAAPA Attn: Sarah Witze 4155 West Taft Vineland Road Orlando, FL 32837 USA

You will receive a confirmation within 7 days confirming receipt of your application. However please allow up to 45 days for your application to be reviewed and processed. You will receive an email once your application has been processed providing you the status of your application.

HOW TO COMPLETE THE APPLICATION

The best way to ensure that your application is approved is to fill the application out fully and completely, and that you submit any required supporting documentation at the time you send your application to IAAPA. The application consists of 10 sections. Not all sections may apply to you based on your individual career situation.

Section	Title	Description	This information is used for:
1	Applicant Information	Provides us with basic demographic information for you.	Necessary to ensure that we tie your certification to the correct account in our system. Provides a means of communication between you and IAAPA.
2	Payment	Provides us with your payment information. Please note applications received without payment will not be processed. <i>(If you need more assistance with this step please contact Sarah Witze via email SWitze@IAAPA.org.)</i>	This allows IAAPA to collect the necessary fee from you to process your application.
3	Employment Experience	Provides us with your employment history and relevant details.	This is used is determining years of experience related to the certification program you are applying for.
4	Formal Education	Indicate what your highest level (if any) of education you have. Ability to earn up to 20 hours toward the professional development total hours needed.	Calculating how many hours of professional development you will be awarded toward the certification.
5	Pre-Approved Courses	Indicate any pre-approved courses you have attended through our partner network. Ability to earn up to 20 hours toward the professional development total hours needed.	NOTE: Supporting Documentation is Required.
6	Other Industry Programs and Courses	Indicate any courses you have completed from the following organizations: NARRSO, Ellis and Associates, AIMS, WWA, AZA, or in-house courses delivered by your organization.	Calculating how many hours of professional development you will be awarded toward the certification. NOTE: Supporting Documentation is Required.
7	Service to IAAPA	In recognition for your service as a volunteer you can earn hours toward your professional development total hours needed.	To validate service to IAAPA and determine number of applicable hours available.
8	Service to the Industry	In recognition for your service to the attractions industry you can earn hours toward your professional development total hours needed.	Calculating how many hours of professional development you will be awarded toward the certification. NOTE: Supporting Documentation is Required.
9	IAAPA Programs, Courses, and Events	This is the section where you list all IAAPA provided programs, courses, and events that you have attended. Please note it is your responsibility to provide this information to IAAPA.	To validate hours of professional development to award based on your attendance of IAAPA education. and determine number of applicable hours available.
10	Summary and Applicant Agreement	This is the space where you will total your total hours of professional development by section. In addition, you will need to read and agree to the terms listed on the page.	This information is used to validate and make a final decision on granting a certification to you.

FREQUENTLY ASKED QUESTIONS:

Is there an examination I need to take to become certified?

- No. You earn an IAAPA certification through a combination of professional development, and experience within the attractions industry.

Is the certification fee refundable?

- No, the application fee is non-refundable. Applicants who are not approved, will have 1 year to resolve any outstanding issues and reapply with no additional fee.

Can IAAPA create a transcript for me?

- It is your responsibility to track and maintain your professional development over the years. IAAPA relies on candidates to provide us the information so that we can then validate it once we receive your application. This process ensures the quickest turnaround time for you to receive a decision on your application.

What if I don't have a certificate of completion for a course I took with an approved provider or other industry organization?

- The certificate of completion is the only evidence we have that you completed the course. If you submit a course without the certificate of completion we will subtract those hours from your total professional development hours. If you cannot locate your original certificate, please contact the sponsoring organization that provided the course and see if they will send you a duplicate.

What if I don't know how many credit hours the IAAPA programs I attended are worth?

- To determine how many hours your program offers, please visit the Credit Hours Estimator on the IAAPA website.

Can courses be added to the Pre-Approved Course List?

- No. IAAPA is undertaking a full review of the certification program and currently we are not accepting any new applications for pre-approved courses.

Is there a listing of previously certified industry members?

- To ensure compliance with a variety of privacy laws and regulations, IAAPA is currently unable to share this information.

ADDITIONAL RESOURCES

For additional assistance please consider one of the following:

- Contact Sarah Witze via email at SWitze@IAAPA.org.
- Visit www.iaapa.org/education/iaapa-certification
- Contact your regional office.