

About IAAPA Certification

About This Guidebook

This guidebook explains the steps that an applicant needs to take to earn one or more of IAAPA's three designations: IAAPA Certified Attractions Manager (ICAM,) IAAPA Certified Attractions Leader (ICAL) and, IAAPA Certified Attractions Executive (ICAE.) It also contains the application form, answers to frequently asked questions, a list of programs, events and activities by which a candidate can earn credit hours and, a list of industry courses pre-approved by IAAPA for credit hour recognition.

About IAAPA Certification

Professional certification is an important step in the career track of leaders in all industries. It enhances professional stature among one's 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.

IAAPA's Certification Program

The International Association of Amusement Parks and Attractions (IAAPA) launched its certification program in 2012 to enhance the knowledge and performance of attractions professionals, to promote the status and credibility of the attractions profession, and to advance uniform standards of practice.

Earning one of IAAPA's certification designations 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 the IAAPA certification designations 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 to an attraction professional's opinions and ideas, both at work and in the greater attractions, amusement and, leisure industry.

Peer Acceptance: Holders of IAAPA Certification are immediately recognized by their peers as fellow professionals committed to the advancement of the profession.

Salary Enhancement: Certified attractions professionals can use the certification as a competitive advantage when it comes to negotiating salaries and other business.

Personal Achievement: Being awarded one of the three levels of IAAPA certification provides a sense of personal and individual achievement as a skilled professional.

What is IAAPA Certification?

IAAPA offers three levels of certification:

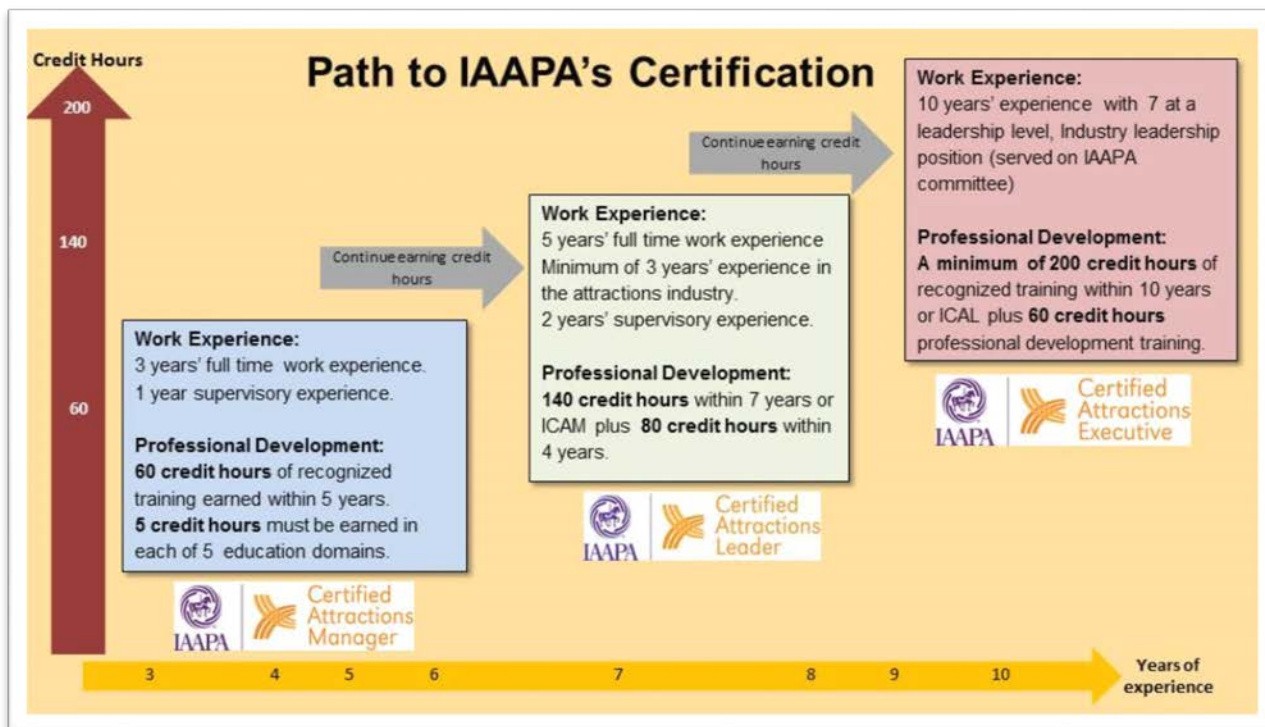
- IAAPA Certified Attractions Manager (ICAM)
- IAAPA Certified Attractions Leader (ICAL)
- IAAPA Certified Attractions Executive (ICAE)

Who is Eligible to Apply for IAAPA Certification?

Eligibility for certification is determined by a combination of years of experience gained in the attractions industry and by earning professional development credit hours. Credit hours can be earned through a variety of channels including formal education, completing IAAPA professional development courses, attendance at many IAAPA educational events and programs, as well as serving on IAAPA committees or by taking a leadership role in the association or in the industry. In addition, IAAPA recognizes other amusement industry professional development and training programs for credit hours purposes. Many of these courses have already been pre-approved.

Do I need to be an IAAPA member to apply for certification?

No. There is no membership requirement to apply for the IAAPA certification. IAAPA members and nonmembers will be evaluated equally on the application.



IAAPA Certified Attractions Manager (ICAM)

This certification is designed for people who have at least 3 years work experience and who are planning to make the attractions industry their career. Candidates for ICAM should possess at least one-year of supervisory experience as well as demonstrate a basic understanding of five core areas of the attractions industry:

- Marketing - public relations, advertising, social media, etc.
- Revenue operations - food & beverage, games, retail, etc.
- Finance - accounting, P&L, per-caps, etc.
- Leadership/Human Resources - personnel management, supervisory skills, guest relations, etc.
- Safety/Operations - safety standards, safe ride operations and maintenance, etc.

Who do we envisage will apply for the IAAPA Certified Attraction Manager Designation?

The types of employees who IAAPA envisages would apply for this level of certification are as follows:

- Employees newly promoted to full-time status from part-time or seasonal status.
- New hires to a park or attraction.
- Employees have entered the industry laterally from other industries, for example from the hotel industry.

To achieve ICAM designation you will need to have:

Work Experience

- 3 years' full time work experience. The work experience can be in any industry not necessarily the attraction industry
- 1 year supervisory experience

Professional Development

- A minimum of **60 credit hours** of recognized professional development training earned within 5 years
- 5 credit hours must be earned within each of the following domains:
 - Marketing
 - Revenue operations
 - Finance
 - Leadership/Human Resources
 - Safety/Operations



Certified Attractions Leader IAAPA Certified Attractions Leader (ICAL)

This level of certification is designed for someone who has chosen the attractions industry as their profession. The candidate for this level of certification will have demonstrated a deeper understanding of all operations within an attraction. In addition, the candidate for this certification will have been involved in the creation and execution of a business development strategy for their team, division, organization or industry.

The second level of certification focuses on a candidate's ability to analyze information and make sound decisions within the attractions industry.

Who do we envisage will apply for IAAPA Certified Attraction Leader Designation?

The types of employees who IAAPA envisages would apply for this level of certification are as follows:

- Current ICAM holders
- Employees newly promoted into a leadership position
- Department heads, Directors, Vice Presidents, etc
- Employees who have made the industry their career choice

To achieve ICAL designation you will need to have:

Work Experience

- 5 years' full time work experience
- Minimum of 3 years' experience in the attractions industry
- 2 years' supervisory experience

Professional Development

- **140 credit hours** within 7 years
or
- ICAM plus **80 credit hours** within 4 years
- 5 credit hours must be earned within each of the following domains:
 - a) Marketing
 - b) Revenue operations
 - c) Finance
 - d) Leadership/Human Resources
 - e) Safety/Operations
- 5 credit hours must be earned within each of the following domains:
 - a) Marketing
 - b) Revenue operations
 - c) Finance
 - d) Leadership/Human Resources
 - e) Safety/Operations



IAAPA Certified Attractions Executive (ICAE)

The IAAPA Certified Attractions Executive (ICAE) is the highest level of IAAPA certification. This certification is for people who have built their career in the attractions industry. The candidates for this level of IAAPA certification are seen as leaders in the attractions industry.

Who do we envisage will apply for IAAPA Certified Attraction Executive Designation?

The types of employees who IAAPA envisages would apply for this level of certification are as follows:

- Current ICAL holders
- General Managers, Owner Operators, Park Presidents, Senior VPs

To achieve ICAE designation you will need to have:

Work Experience

- 10 years' experience in the industry with 3 years' experience at a leadership level
- Assumed an industry leadership position (served on IAAPA committee)

Professional Development

- A minimum of 200 credit hours of recognized professional development training within 10 years or
- ICAL plus 60 credit hours professional development training
- 5 credit hours must be earned within each of the following domains:
 - a) Marketing
 - b) Revenue operations
 - c) Finance
 - d) Leadership/Human Resources
 - e) Safety/Operations

Professional development, training or education must come from a source recognized as credible by IAAPA. The training could come from attending an IAAPA expo, IAAPA webinars or IAAPA on-line courses.