IAAPA Certification Training Bundle

Basics of Food and Beverage Management

Let's face it – one of the best aspects of visiting an attraction is the opportunity to enjoy the food and beverage options it boasts. That is why successful team members understand how vital it is to manage quality food and beverage enterprises in such a way that ensures calculated profitability and consistently smooth operations. This IAAPA course defines and explains the basics of how team members can do exactly that.

Area of Practice: Food and Beverage

CEUs: 0.5

Training Time: 30 minutes

Best Practices for Operating a Successful Arcade Floor

Operating an arcade is more than just offering a collection of games. Successful operators know the right questions to ask when thinking about how to create a profitable arcade floor. This IAAPA course provides insights and best practices to consider for establishing, operating, and maintaining an arcade location.

Area of Practice: Games and Merchandise

CEUs: 1.0

Training Time: 40 minutes

Bloodborne Pathogen Training for the Attractions Industry

Do you and your team members know what to do in a work situation involving blood or other potentially infectious material? Does each member know where your attraction's personal protective equipment currently is and how to use it? This IAAPA course identifies the necessary precautions and steps needed to effectively prevent exposure to bloodborne pathogens to ensure all team members stay safe.

Area of Practice: Facility Operations

CEUs: 0.5

Training Time: 30 minutes

Creating and Maintaining the Guest Experience

Team members need to know guests' expectations before they can exceed those expectations and provide a "wow" experience. This IAAPA course details how to effectively go above and beyond in order to create lifelong fans of your attraction.

Area of Practice: Facility Operations

CEUs: 1.0

Training Time: 60 minutes

Cybersecurity Fundamentals for Your Attraction

You've been warned your entire life about physical theft and how to avoid it. What isn't addressed as often is how to avoid cybercrime. Successful team members realize online precautions are an absolute 'must' when it comes to safeguarding your attraction from cybercriminals who, within seconds, can steal valuable data and wreak havoc. This IAAPA course outlines the risks of poor cybersecurity and how to best avoid possible breaches, ensuring these unseen criminals aren't capable of seizing data from either your personal and/or work devices.

Area of Practice: Finance and Information Technology

CEUs: 1.0

Training Time: 45 minutes

Designing Immersive Entertainment Experiences at Your Attraction

What could possibly be better than a good story? Getting the chance to be in it, that's what! Audience-driven immersive experiences empower guests to build and navigate their own personal storylines, creating a world of infinite possibilities. This IAAPA course details precisely how to design this type of unique experience at your attraction.

Area of Practice: Entertainment

CEUs: 1.0

Training Time: 45 minutes

IAAPA Certification Training Bundle

Designing On-the-Job Training Programs for Your Attraction
Discover how to create training programs for your attraction that will engage learners and help them quickly develop new skills in their roles. The ADDIE instructional design model is introduced to guide you through each step, from analyzing needs and setting learning goals to delivering face-to-face training. Additionally, the course covers methods for evaluating the effectiveness of your training program.

Area of Practice: Human Resources

CEUs: 1.0

Training Time: 60 minutes

Developing Annual Pass Loyalty Programs
Successful team members know one of the biggest markers of guest satisfaction is repeat visitation. When guests have positive experiences, they come back! So, how do you incentivize them to come back for more? Annual pass loyalty programs are an invaluable way to increase revenue while adding to guests' sense of belonging and ownership. This IAAPA course explores whether a pass program is right for you!

Area of Practice: Marketing, Public Relations, and Sales

CEUs: 0.5

Training Time: 30 minutes

Diversity, Equity, and Inclusion in the Attractions Industry
An attraction's most important asset is its people. When a workplace embraces diversity, equity, and inclusion (DEI), both its employees and guests thrive. This IAAPA course defines these terms and unpacks how choosing to integrate both diversity and inclusion makes it about choice, not just compliance, and why this benefits business.

Area of Practice: Human Resources

CEUs: 0.5

Training Time: 30 minutes

Effective Strategies for Providing Exceptional Guest Service
In the attractions industry providing exceptional guest service is one of the primary responsibilities for all team members. This IAAPA course explores strategies for effectively communicating and responding to guests.

Area of Practice: Facility Operations

CEUs: 0.5

Training Time: 30 minutes

Efficient Food & Beverage Locations: Strategies for Increasing Throughput
Understanding how to measure the performance of your food and beverage locations is crucial to the success of your operations. This IAAPA course will introduce you to strategies for measuring performance and how to leverage facility design, menu design, and guest ordering technology to help you achieve optimal efficiency, sales, and service goals.

Area of Practice: Food and Beverage

CEUs: 0.5

Training Time: 30 minutes

Elements of an Effective Job Posting
Building a successful team for your organization starts with identifying the necessary skills for the jobs and then communicating them effectively to potential candidates. This IAAPA course explains how to use job analysis to identify the necessary skills for positions in your organization and the elements of a well-written job description.

Area of Practice: Human Resources

CEUs: 0.5

Training Time: 30 minutes

IAAPA Certification Training Bundle

Emergency Response and Crisis Management at Your Facility
Attractions facilities are vulnerable to a host of potential crises ranging from natural disasters, financial crises, technological breakdowns, organizational crimes, and workplace violence or acts of malevolence. Learn effective strategies and resources to help you prepare, respond, and recover.

Area of Practice: Facility Operations

CEUs: 1.0

Training Time: 60 minutes

Engage and Entertain: Considerations for New Entertainment Programs
In addition to bringing your park to life with engaging and exciting experiences, live entertainment is a way to bring in new guests, additional revenue, and help manage capacity issues. This IAAPA online course will help you start preparing for a new live entertainment program.

Area of Practice: Entertainment

CEUs: 0.5

Training Time: 30 minutes

Finance Basics for the Attractions Industry
Whether you work at a small attraction or a large facility, having a basic understanding of financial concepts will help you maintain a successful operation. The purpose of this course is to introduce you to several concepts that are vital to measuring performance and planning for your attraction.

Area of Practice: Finance and Information Technology

CEUs: 0.5

Training Time: 30 minutes

Fire Prevention and Safety at Your Attraction
What should you first do if you see fire or smoke at your attraction? Grab a fire extinguisher? Pull the fire alarm? Run? Successful team members know the exact steps that outline what to do in case of a fire, ensuring a reduction in the risk of injury, loss of life, and damage to your attraction. This IAAPA course teaches not only what to do in case of a fire, but how to best prevent fires from happening in the first place.

Area of Practice: Facility Operations

CEUs: 0.5

Training Time: 30 minutes

First Steps: Games Operations
This IAAPA online course is designed to help game employees with the skills they need to ensure guests have a positive experience.

Area of Practice: Games and Merchandise

CEUs: 0.5

Training Time: 30 minutes

First Steps: Guest Relations
This IAAPA online course introduces your employee to the concept of guest services and their critical role in delivering a quality guest experience.

Area of Practice: Facility Operations

CEUs: 0.5

Training Time: 30 minutes

First Steps: Merchandise Operations
This IAAPA online course is designed to help merchandise employees with the skills needed to ensure guests have a positive experience while shopping in retail locations in attractions.

Area of Practice: Games and Merchandise

CEUs: 0.5

Training Time: 30 minutes

IAAPA Certification Training Bundle

First Steps: Ride Operations
This IAAPA online course is designed to help ride employees with the skills they need in order to ensure guests have a safe and positive experience.

Area of Practice: Facility Operations

CEUs: 0.5

Training Time: 30 minutes

First Steps: Safety
This IAAPA online course is designed to help employees with the skills they need in order to maintain a safe working environment.

Area of Practice: Facility Operations

CEUs: 0.5

Training Time: 30 minutes

First Steps: Supervision
This IAAPA online course is designed to help train new supervisors on the skills they need in order to make a successful transition into their frontline management role.

Area of Practice: Human Resources

CEUs: 0.5

Training Time: 30 minutes

Food Safety: Foundations for Leading and Effective Food Safety Program
Food service managers and supervisors are tasked with maintaining important preventative programs to avoid risks and ensure the safety of guests and staff. This IAAPA course explores elements of an effective safety program and how to build a culture of safety in your food and beverage operation.

Area of Practice: Food and Beverage

CEUs: 0.5

Training Time: 30 minutes

Fundamentals of Effective Copywriting
Learn how to reach your target audience with a marketing message that enhances your brand, appeals to their interests, and distinguishes you from the competition. This IAAPA course introduces the fundamentals needed for effectively writing copy to market your products.

Area of Practice: Marketing, Public Relations, and Sales

CEUs: 0.5

Training Time: 30 minutes

Guest Engagement Strategies for Games Operations
Traditionally, it is thought that guests simply play a game, then walk away with a possible prize if they win. Guest engagement at games is so much more than that. This IAAPA course provides proven effective strategies for making games more appealing and fun. Creating strong engagement programs will increase guest participation and the profits of your games operation at your attraction.

Area of Practice: Games and Merchandise

CEUs: 0.5

Training Time: 30 minutes

How to Make Your Attraction Accessible for All Guests
Effectively serving guests with disabilities starts with focusing on the person, not the disability. Attractions team members provide the best experience to guests with disabilities when they know what words and actions are preferable. This IAAPA course teaches team members how to feel comfortable safely and respectfully promoting the greatest level of service and accessibility for guests with disabilities.

Area of Practice: Facility Operations

CEUs: 0.5

Training Time: 30 minutes

IAAPA Certification Training Bundle

IAAPA Security Training Course Series
This five-part series will provide a greater understanding of how to recognize and respond to critical incidents that range from suspicious behavior, hostile intruders, guest screening, and managing heightened emotions.

Area of Practice: Facility Operations

CEUs: 2.5

Training Time: 130 minutes

Managing Employee Safety Compliance
This IAAPA course focuses on the importance of training your employees to make safety a priority, identify risks, and use checklists for documentation and inspections. This is an excellent course for managers and supervisors in facility operations or maintenance, including FECs, large and small attractions, and theme parks.

Area of Practice: Facility Operations

CEUs: 1.0

Training Time: 45 minutes

Merchandising Playbook: Practical Ideas for Success in Product Placement
Merchandising and product placement involves strategically displaying your merchandise to enforce the story or theme of your attraction and entice guests to make purchases. This course discusses the value of visual merchandising and how the design of your retail locations can enhance the guest experience and increase sales. Learners will be introduced to six strategies that will assist them in product placement and displays that can be used throughout their operation.

Area of Practice: Games and Merchandise

CEUs: 1.0

Training Time: 40 minutes

Payment Card Industry Data Security Standards Basics
With an increasing number of attractions transitioning to cashless operations, the use of card payments is on the rise. This course provides a comprehensive understanding of the Payment Card Industry (PCI) Security Standards and how your attraction can comply with its regulations when accepting card payments.

Area of Practice: Finance and Information Technology

CEUs: 0.5

Training Time: 30 minutes

Planning and Designing Education Exhibits for Your Attraction
What is at the heart of every great film you've ever seen, every book you've read, and every anecdote shared by a grandparent? Storytelling! Successful team members know that true learning also starts with this millennia-old tradition – and combining it with entertainment makes for the ultimate educational fun. This IAAPA course outlines how to create exhibits that combine the best of both worlds, one that is now referred to as 'edutainment.'

Area of Practice: Entertainment

CEUs: 0.5

Training Time: 25 minutes

Principles of Managing Food Costs
Does an extra half-ounce serving of fries really make that much of a difference cost-wise to your food and beverage operation's bottom line? Successful team members know that the answer is a resounding, "Yes!" and know precisely how to prevent over-portioning from happening, as well as how to maintain additional best practices in controlling food costs. This IAAPA course teaches the basic principles of managing food costs in your food and beverage operation.

Area of Practice: Food and Beverage

CEUs: 0.5

Training Time: 25 minutes

IAAPA Certification Training Bundle

Public Relations Foundations: Media Training

Without active public relations activities, an attraction sadly becomes forgettable, regardless of how much positive attention it may have garnered in the past. Successful team members know how to keep their attraction relevant in the public eye, whether it be through TV, radio, print, or digital mediums. This IAAPA course delves into how to elevate your attraction into the limelight and maintain its illumination.

Area of Practice: Marketing, Public Relations, and Sales

CEUs: 0.5

Training Time: 30 minutes

Recruiting and Interviewing Techniques

Successful hiring in the attractions industry means successful recruiting and interviewing. Learn techniques that will help you attract the best talent, eliminate obstacles and bias, and improve the candidate's experience.

Area of Practice: Human Resources

CEUs: 1.0

Training Time: 45 minutes

Sales Fundamentals: Using the Sales Cycle

What makes an attractions team member a great salesperson? Is it how convincing they can be or how knowledgeable they are about the product? While these elements are helpful, a great salesperson is one who can form a positive, mutually beneficial relationship with their guests. This IAAPA course teaches team members how to sell a solution and experience, not a product or service.

Area of Practice: Marketing, Public Relations, and Sales

CEUs: 0.5

Training Time: 30 minutes

Sexual Harassment and Discrimination Prevention Training

This IAAPA course examines the issue of sexual harassment and discrimination in the workplace and provides a variety of real-life scenarios in a typical attraction.

Area of Practice: Human Resources

CEUs: 1.0

Training Time: 45 minutes

The Importance of New Employee Onboarding

This IAAPA course examines the elements of a positive onboarding experience and why it's important to the success of your new employees. This is an excellent course for Human Resources professionals, trainers, supervisors, managers, or teams that are a part of the onboarding process at your attraction.

Area of Practice: Human Resources

CEUs: 0.5

Training Time: 20 minutes

Understanding Your Sales and Inventory Reports

This IAAPA course will provide you with a basic understanding of sales and inventory reports, and how to use them to gain information for making sound decisions in your organization. This is an excellent course for first-time managers or supervisors in a retail or games operation.

Area of Practice: Marketing, Public Relations, and Sales

CEUs: 0.5

Training Time: 20 minutes

IAAPA Certification Training Bundle

Using Your Brand to Develop Effective Promotional Messaging

This IAAPA course will provide strategies for creating a message that aligns with your brand's voice, mission, and goals. This is an excellent course for newer attraction facilities, as well as facilities that might want a refresher on their branding skills.

Area of Practice: Marketing, Public Relations, and Sales

CEUs: 1.0

Training Time: 45 minutes

Welcoming Service Animals to Your Attraction

Successful team members seek to engage and accommodate all their guests, including those with service animals. They also know what (and when) to ask guests with service animals questions so that both can have a fun, meaningful time at their attraction while keeping both the guest and service animal safe. This IAAPA course helps team members learn what protections the ADA grants guests with service animals, as well as how to determine realistic accessibility guidelines.

Area of Practice: Facility Operations

CEUs: 0.5

Training Time: 25 minutes