



# 2024

# GUIDE TRAINING & CERTIFICATION PROGRAM

## PROGRAM PARTNERS



Hotel room block at AmericInn by Wyndam, 411 Closz Dr, Webster City. Rate is \$85 plus tax and call 515-832-3999 for reservations. Mention group name ISU Guide Training and book by March 17 to qualify for special rate.

## WHO SHOULD ATTEND:

This program is specifically designed for staff and volunteers who lead guided programs at Iowa's diverse community tourism assets including but not limited to, museums, parks and conservation areas, historic sites, city and industry tours, agritourism and other tourism related attractions.

### The program has two separate elements:

**A one-day workshop** filled with interactive methods & techniques for creating and delivering dynamic guided programs. The workshop includes:

- Tips and best practices for all audiences, with a focus on guiding adult visitors.
- The course workbook, all workshop activities, lunch and refreshments.
- Diane Van Wyngarden, Tourism Specialist for Iowa State University and a nationally certified interpretive guide, who teaches and coaches professional guiding at the national level will lead our workshop.

**All individuals completing the workshop have the optional opportunity to receive Professional Guide Certification from Iowa State University.**

- Certification is an additional fee and see page 2 for more information.
- Indicate your interest in pursuing the coaching/certification on the registration form below.

**Wednesday, April 17**  
**Briggs Woods Conference Center**  
2501 Briggs Woods Trail, Webster City, IA

## HOSTING PARTNERS



HAMILTON COUNTY  
DEVELOPMENT  
WORKFORCE & BUSINESS ENRICHMENT



## WORKSHOP SCHEDULE

**REGISTRATION:** 9:30 to 10:00 AM  
**WORKSHOP:** 10:00 to 3:00 PM

## Registrations due by April 3

**Registration fee is \$12 per person and includes the course workbook, all workshop activities, lunch and refreshments**

**Register online and pay by credit card at**  
**<https://form.jotform.com/240315858355157>**

Please contact [ann@iowatourism.com](mailto:ann@iowatourism.com) or 800.285.5842 with any questions or to set up an alternative form of payment if you are unable to pay by credit card.

Iowa State University is an equal opportunity provider. For the full non-discrimination statement or accommodation inquiries go to [www.extension.iastate.edu/diversity/ext](http://www.extension.iastate.edu/diversity/ext)

YOUR  
NEXT  
STEP }

# CERTIFICATION

## Reasons to become a Certified Professional Guide



## WHAT

Certification is an **optional opportunity** for individuals who have completed the training workshop.

## DO I

## NEED

## TO DO

Your one-hour certification & coaching session will be held at your place of work or Iowa location of your choosing. Certification is normally an additional fee (\$100), but those who sign up at the workshop are eligible for a reduced rate of \$55. **Bring your calendar to the workshop for scheduling.**

Your certification session begins with what you do – conducting a program with visitors to your site. During this time, the certification coach will be just another member of your audience. If your session is held when there are no visitors, you may conduct your program for only the coach.

Prior to beginning your session, select the reasons why you wish to complete certification (listed above); and share these with the coach, plus anything else you would like to discuss about your programs. The best length of time for the coach to observe your program ranges from 20-45 minutes. Indicate when signing up if your program length must be outside of that time span.

You will meet privately for a discussion with the coach after your program. Your guided program plus private coaching session can total up to one hour in length. You will achieve Professional Guide certification from Iowa State University upon completion of both the one-day training workshop and your one-hour certification coaching session.

Your Certified Professional Guide credentials include a certificate and news release from Iowa State University, and your name will be listed on Iowa State University's Professional Guide certification website. You may choose to include your attraction/organization with your public recognition and website listing.

*The Guide Training & Certification Program supports IEDA/Travel Iowa's strategic plan imperatives to ensure tourism readiness, unify industry members around long-term vision, ensure Iowa's tourism experience is welcoming to all, and to drive an increase in long-term tourism investments by improving the visitor experience in Iowa communities, attractions and businesses.*