



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

IAAPA.org/IAAPAE expo



@IAAPAHQ | #IAAPAE expo

Accessibility and Inclusion: Providing Great Guest Service for All

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**Raise your hand if you know
someone with a disability.**



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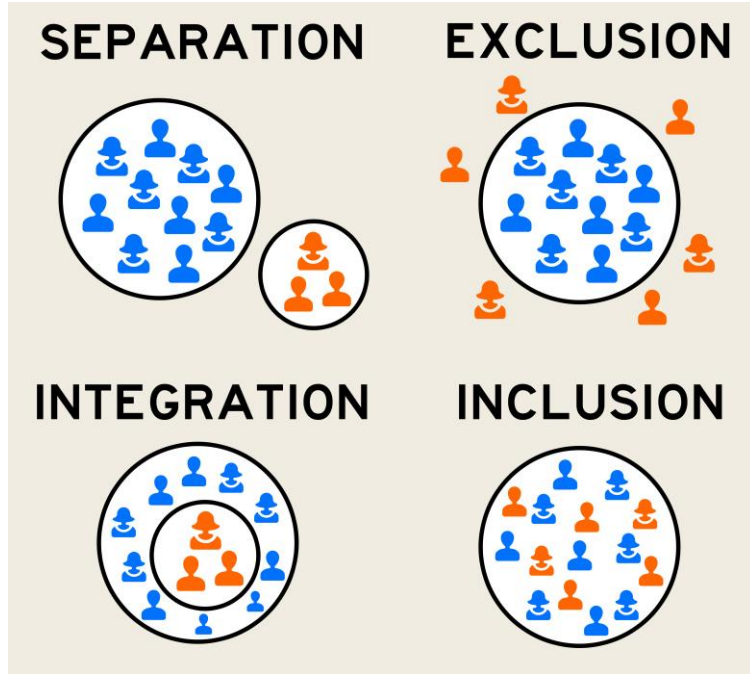


The Need for Accessible Spaces



- The ADA is the starting line for creating accessible spaces

From Accessible to Inclusive

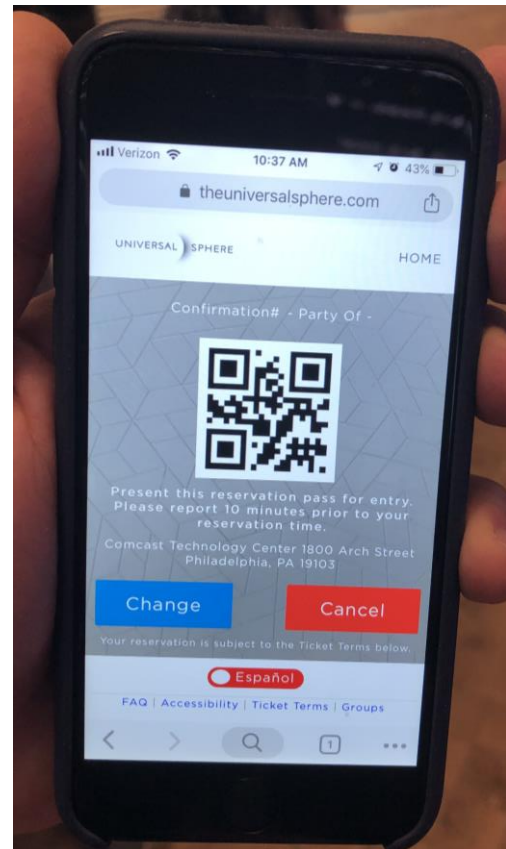
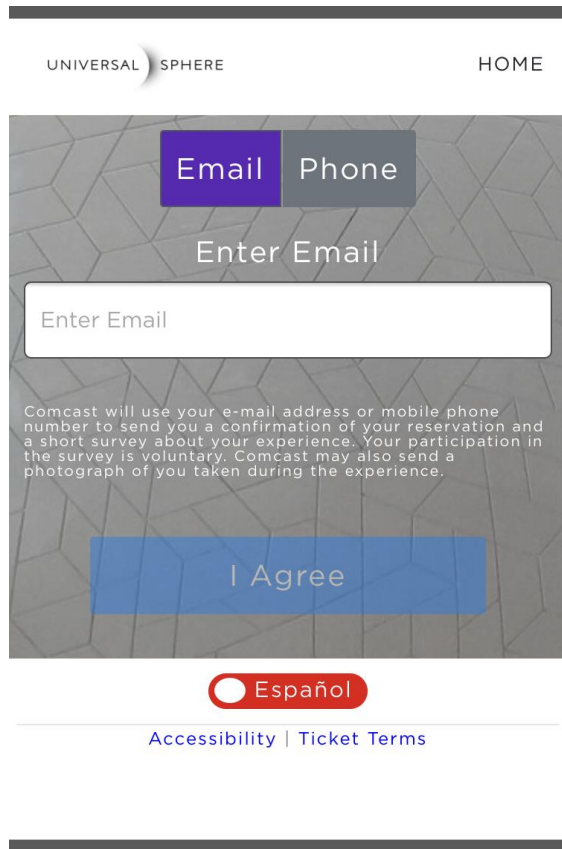
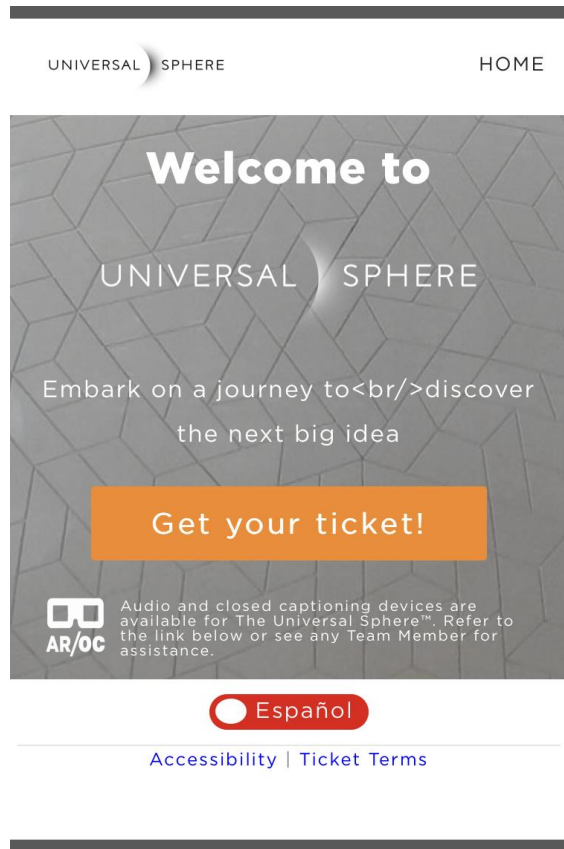


- Making a space inclusive goes beyond ADA compliance

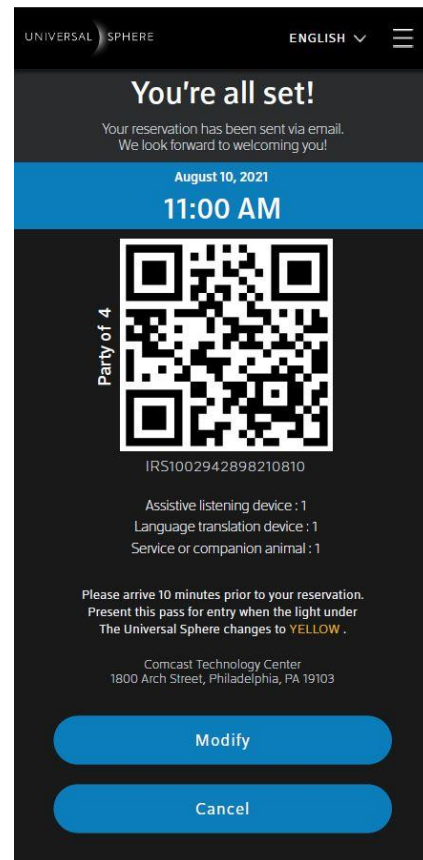
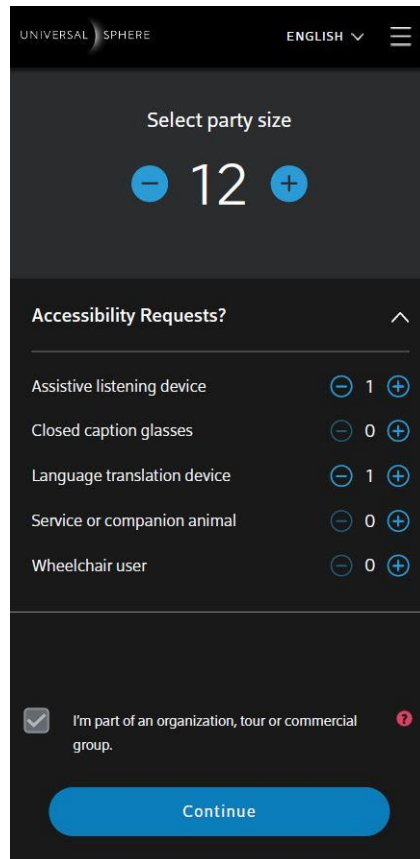
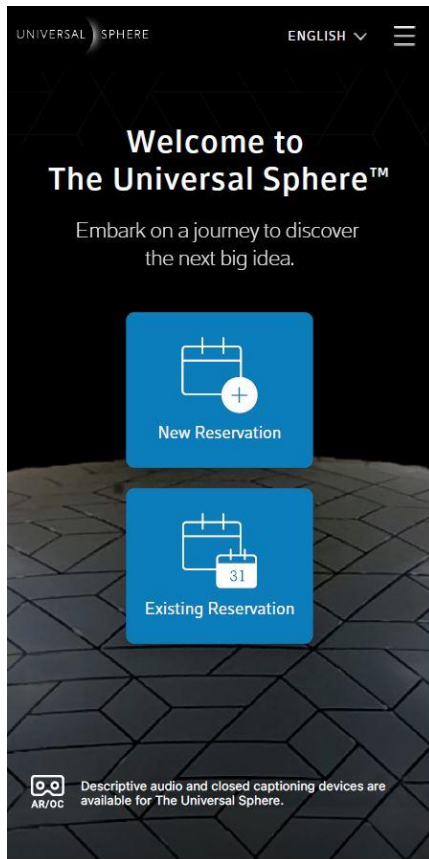
The Universal Sphere™



Reservation Process: Before



Reservation Process: After



Expanding Our Inclusion

- Closed captioning glasses
- Assistive listening devices
- Wheelchair accessible
- Service animal friendly
- Language translation in Spanish and Mandarin Chinese
- Certified Autism Center™
- Sensory-friendly enhancements

What Comes Next?

- Audit your experience
- Seek out community partners
- Rely on subject matter experts
- Obtain certifications



Transforming Experiences, Changing Lives



- Representation matters
- Start the conversation and make room at the table for individuals with disabilities

**When you make a product more
inclusive, you make a better product
for everyone.**



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Certification Process



“Friendly” Isn’t Enough

Long-term commitment: Not a “one-time thing”

- ✓ Certification requires standards to be met, renewal, ongoing professional development
- ✓ Third party support and review

Beyond Training: Onsite review + sensory guides

- ✓ Tools to empower visitors – allows them to choose their own adventure
- ✓ Continuously updated materials and answers to questions, sparks ideas for new programs and enhancements

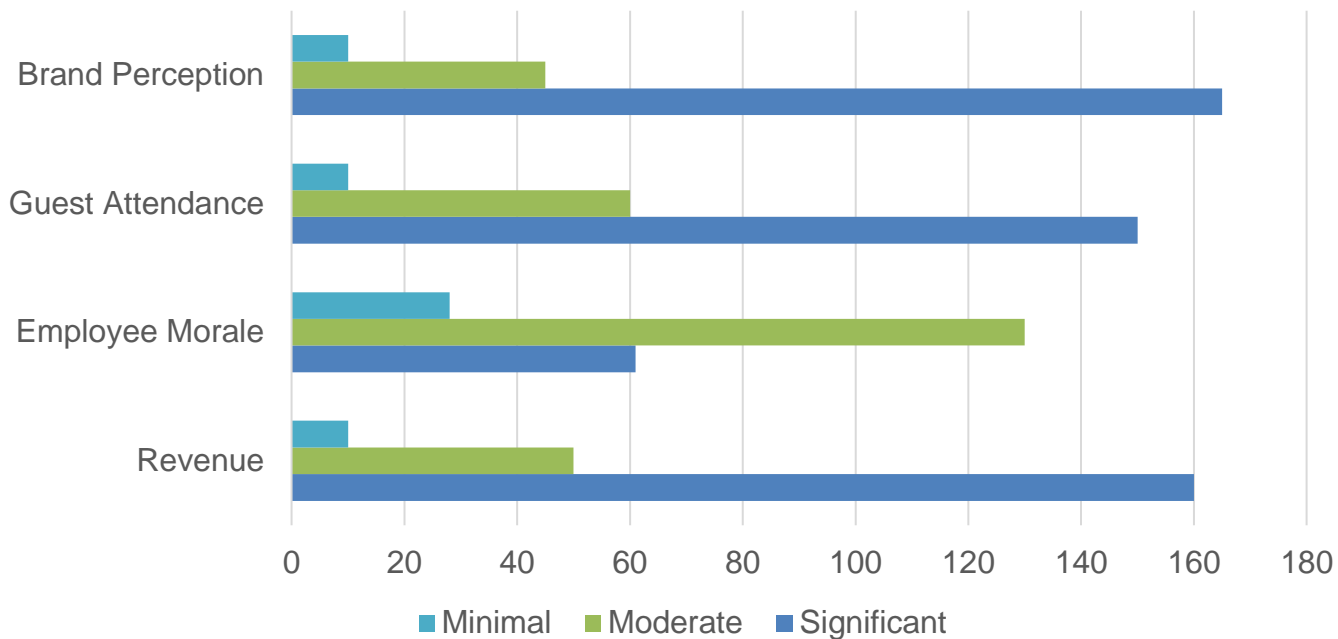
Credibility + Support

- ✓ Includes not just expert or parent voices, but autistic adults as well
- ✓ Multiple levels and depths of training and certification, industry and position specific
- ✓ Ongoing support – accessibility is a journey



“Friendly” Isn’t Enough

Impact of Certification



Snapshot of Certified Locations

UNIVERSAL SPHERE



*the Houston
Museum of
natural science*



Ripley's
**Believe It
or Not!**



CASE STUDY: Sesame Place



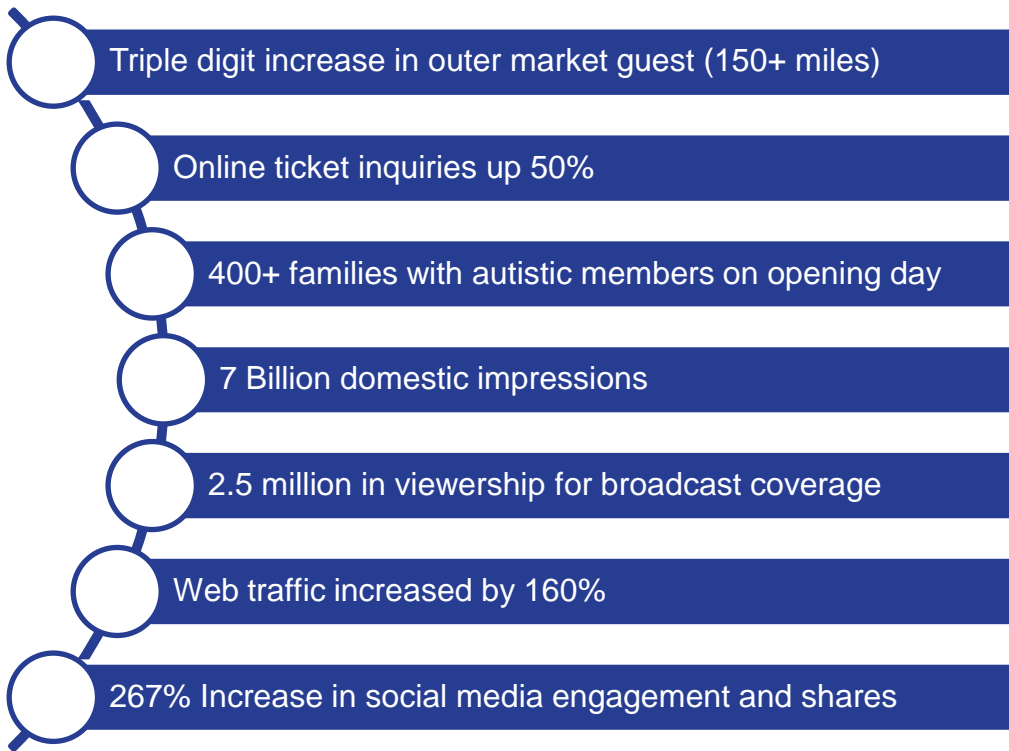
Unprecedented
Media Coverage



Expanded
Reach



Boosted Company
Pride and Guest
Satisfaction



CASE STUDY: Sesame Place



“

We were really excited to hear that Sesame Place has become a Certified Autism Center™.

It actually encouraged us to become season pass holders.

They aren't just about having someone come one time. They're really making an effort to help Sesame Place become the destination for parents of autistic children to find comfort and to enjoy their vacation.

”

CASE STUDY: Elmwood Park Zoo

\$200k

Substantial funding & support from outside organizations



Increased employee confidence, morale and knowledge

3X

number of visitors at annual autism awareness event

Received grants totaling \$200,000 to expand programs

Tripled attendance for autism awareness day event

FB post announcing CAC most popular in zoo history

Increased community involvement and support

Boosted employee morale & inclusive culture

Strengthened employee confidence & awareness

Tremendous media coverage: TV, online & print

CASE STUDY: Elmwood Park Zoo



“

My autistic son loves your zoo! We came last year and did the zip line above the zoo.

I thought he would not do it because of his fear of heights, but he followed all of the directions the instructor gave and he wanted to go ahead of me and his brother! **It was a milestone in his life.**

He loved it so much he didn't want to leave. Can't wait to come back!

”

CASE STUDY: Space Center Houston

Over
227
Million
Media
Impressions

More than
\$365,047
in earned
media value

Over
500
Media
Stories

Record-breaking media coverage

Over 100 guide dogs went through
socialization program created
additional earned media coverage

Increased attendance

Helped reinforce organizational culture

CASE STUDY: Space Center Houston



“

You have certainly eased my mind a great deal regarding my son's upcoming trip.

He is absolutely buzzing for it.

It really does boost my confidence that he will have a fantastic trip of a lifetime.

”

ACCESSIBILITY CARD

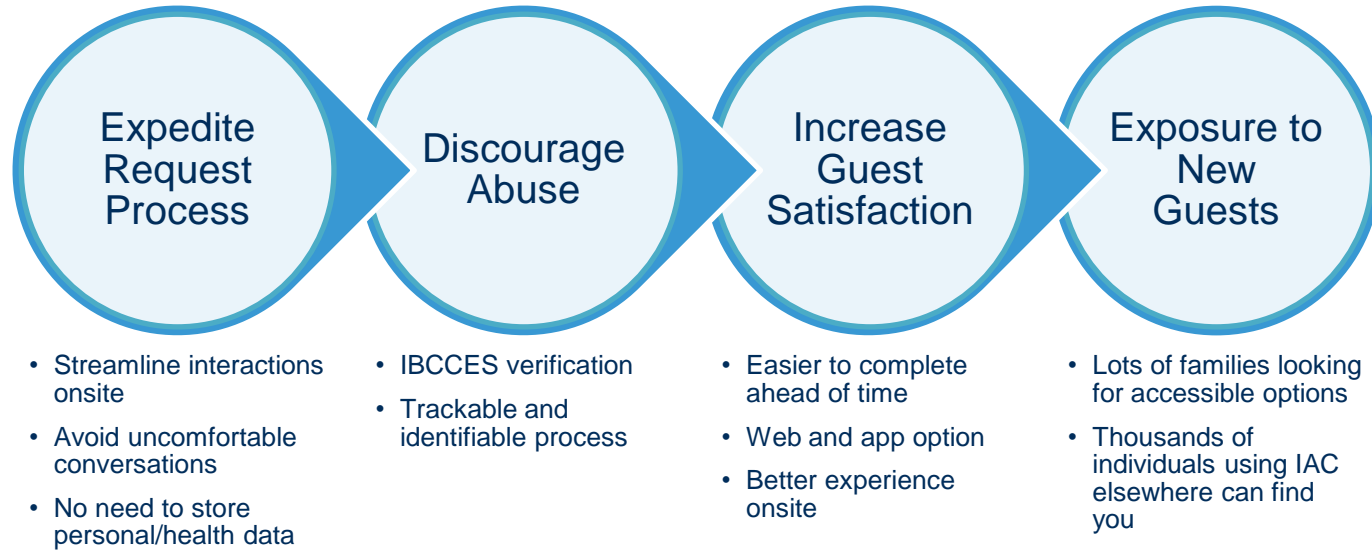
STREAMLINING The Accommodations Request Process



IBCCES developed the Accessibility Card program to help streamline accommodations requests at amusement parks and other attractions with an online pre-arrival screening process to ensure those who truly need accommodations can easily receive them and ease staffing demands.



ACCESSIBILITY CARD



IMPACT OF ACCESSIBILITY CARD

“Allows my child to experience rides that he otherwise would not be able to without extreme stress or difficulties”



“The IAC is convenient to have for my son. It explains his needs in a brief synopsis. I appreciate that because although he has challenges, he’s also intelligent. The card allows me to show proof without explanation, which might embarrass him or make him insecure.”



IMPACT OF ACCESSIBILITY CARD

“The IBCCES Accessibility Card program has helped my son in feeling comfortable going to places with big crowds.



“This program provided our family a day free of worries and meltdowns. We were able to create memories, experience so much more in a day, and have a fun filled day filled with so much laughter and so many smiles!”



THANK YOU

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