



Content Contributor Guidance

July 20, 2023



INTRODUCTION

The foundation of a strong association is built on the sharing of best practices and the exchange of information among its members. When members of an association come together to share their knowledge, experiences, and successful strategies, it creates a collaborative environment that fosters growth and improvement.

By sharing best practices, members can learn from one another's successes and avoid repeating mistakes. This exchange of information allows individuals within the association to gain insights into industry trends, innovative approaches, and effective methodologies. It promotes continuous learning and helps members stay updated with the latest developments in the industry.

The strength of an association lies not only in the collective expertise of its members but also in the willingness to share and collaborate. By facilitating the sharing of best practices and encouraging the open exchange of information, associations empower their members to thrive collectively, drive growth, innovate, and build a stronger industry.



History

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 our businesses smarter, safer, and more profitable while delivering guest experiences that surprise and delight.

Expectations

As someone contributing to content at the event, you play an important role in providing value to attendees. Education offerings through IAAPA are designed to engage attractions professionals and challenge traditional ways of thinking about how business is done. By participating in this event, this is an opportunity to be a leader in your field and to serve as a subject matter expert. We encourage you to be open, honest, and initiate a meaningful conversation with attendees. Attendees should walk away with action items, best practices, and fresh ideas they can implement in their facilities.

Dos and Don'ts

DO

- Share stories of challenges, methods, and learnings you've had with your initiatives.
- Deliver content that matches the title, description and learning objectives promised to attendees.
- Provide key takeaways to attendees that they can apply at their facility ideally independent of size and type of attraction or supplier.
- Be specific about how you were able to overcome obstacles.
- Connect your experience and learnings to the IAAPA Common Body of Knowledge.

DON'T

- Promote or use presentation as a sales pitch for your product, attraction, or service.
- Use disrespectful commentary on industry partners or competition.
- Use images, visuals, audio, or IP's that you do not have rights to. IAAPA abides by copyright laws.
- Share confidential information, or trade secrets that you are not empowered to share.
- Use inappropriate language or not adhere to the values highlighted within the IAAPA Member Code of Conduct

Professional Level Areas of Practice

IAAPA members identified seven (7) areas of practice within the global attractions industry that encompass the skills required to make a safe, entertaining, and memorable attraction for your guests and employees. Developing yourself as an attractions industry professional requires knowledge, understanding, and application of these areas of practice.

Each area of practice has disciplines within it. Perhaps you understand some, but not all, disciplines within an area of practice. IAAPA is here to encourage your development in these areas.

The guide below outlines the IAAPA Professional Level Areas of Practice and the disciplines within them to provide you with a frame of reference for your learning goals.



AREA OF PRACTICE	Marketing, Public Relations, and Sales	Finance & IT	Human Resources	Facility Operations	Games & Merchandise	Food and Beverage	Entertainment
							
DISCIPLINES	Advertising Branding Communications Consumer Research and Competition Analysis Online Marketing Products, Development, Promotions, and Sales Targets and Channels	Budgets and Business Plans Capital Budget Management Cash Handling and Credit Management Financial Metrics In-House Research and Development Operating Budget and Pricing	Human Resources Legal Issues Performance Management and Supervision Recruiting and Staffing Staff Engagement Training and Development	Emergency Preparedness Employee Safety Guest Services and Hospitality Incident Management Ride, Attraction, Show, and Facility Safety Risk Management Security Special Populations Ticketing and Admissions	Merchandise, Retail Management, and Games	Catering and Group Sales Food and Beverage Food Safety	Entertainment and Special Events Entertainment Sustainability Exhibit Education Facility and Show Experience Operations Metrics

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for the Attractions Industry



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