



# GUIDE TRAINING & CERTIFICATION PROGRAM 2023

## PROGRAM PARTNERS



Hotel room block at Cobblestone Inn & Suites, 1304 N 4th Ave, Winterset  
Rate is \$80 plus tax and call 515.462.4889 for reservations and mention  
Group name CITR Guide Training to qualify for the 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.

## Tuesday, April 18

**Bricker Price Block**  
105 S. Chestnut Avenue, Earlham

## HOSTING PARTNERS



## WORKSHOP SCHEDULE

**REGISTRATION:** 9:30 to 10:00 AM

**WORKSHOP:** 10:00 to 3:00 PM

## Registration Form

Complete form for each person registering. **Registrations due by April 4**

Or, you can **register online and pay** by credit card at <https://form.jotform.com/230325109597154>

Contact Central Iowa Tourism at 800-285-5842 or 515-571-3855 or [ann@iowatourism.com](mailto:ann@iowatourism.com) with any questions.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Organization: \_\_\_\_\_ City: \_\_\_\_\_ Email: \_\_\_\_\_

**Check appropriate boxes:** Do you currently lead guided tours?  Yes  No

Are you interested in the *optional* Professional Guide Certification:  Yes  No  Maybe

Special Dietary Needs: \_\_\_\_\_

**\$10 per person workshop fee. Payment due with your registration.** Checks payable to **Central Iowa Tourism Region**

**Mail registration & payment to:** Central Iowa Tourism Region • PO Box 454 • Webster City, IA 50595

*Cancellations are not possible after the registration deadline.*

YOUR  
NEXT  
STEP }

# CERTIFICATION

## Reasons to become a Certified Professional Guide

 Public Recognition of Your Work

 Statewide Promotion for Your Organization

 Gain Confidence About Your Skills

 Exchange Ideas with Another Guide Who Does What You Do

 Generate New Tools for Your Programs

 Renew that Passion for Your Subject

 Find Solutions to Your Program Challenges

 Prove that Volunteers can be Professional Guides

 Professional Credentials for Job Opportunities

## WHAT DO I NEED TO DO

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

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 \$50. **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 also choose to include your attraction/organization with your public recognition and website listing.