

For...

MUSEUMS

ATTRACTIONS

HISTORIC SITES

BUSINESS TOURS

PARKS & RECREATION

UNIVERSITIES

AGRITOURISM



## Communication for Destinations:

A WORKSHOP TO HELP YOU SUCCESSFULLY SHARE YOUR STORY!

**VOLUNTEERS & EMPLOYEES:** If you work frequently with visitors, this one-day interactive workshop is for you. Using practical tips and techniques, you'll learn how you can wow your guests and communicate more effectively.

### Optional Certification:

All individuals completing the workshop have the opportunity to receive professional guide certification.

See back for details, and indicate interest in the registration form below.

### The Details:

**Thursday, April 2**

**Pella Opera House, 611 Franklin St.**

*Registration 9:30 - 10:00am*

*Workshop 10:00am - 3:00pm*

**\$10 per person** includes course workbook, workshop activities, lunch and refreshments.

**Instructor: Diane Van Wyngarden**

Tourism Specialist for Iowa State University and a nationally certified interpretive guide.

### This Workshop Covers:

- Creating Dynamic Programs
- Connecting with Your Audience
- Polishing Presentation Skills

### Program Partners:



IOWA STATE UNIVERSITY  
Extension and Outreach  
Community and Economic Development



HOSTING PARTNERS:



## Registration Form

Complete form for each person registering. **MUST REGISTER BY MARCH 23.**

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

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

**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 deadlines.*



# Pella Parking Map



24-hour streetside parking in areas noted on map. Other streetside parking 3-hour limit.

## GUIDE TRAINING & CERTIFICATION PROGRAM 2020

### Why Certify?

- 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 program
- Renew passion for your subject
- Find solutions to your program challenges
- Prove that volunteers can be professional guides
- Professional credentials for job opportunities



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

One-hour certification and coaching session will be held at your place of work (or Iowa location of your choosing). **Bring your calendar to the workshop for scheduling.** During the certification session, you will conduct a 20-45 minute program for visitors while the coach observes (or just for the coach, if no visitors at that time). A private coaching session will follow, with both program and coaching elements totaling up to one hour.



You will achieve Professional Guide certification from Iowa State University following completion of both the one-day training workshop and the one-hour certification coaching session. Credentials include a certificate, news release from Iowa State University, and your name (and organization, if desired) listed on Iowa State University's Professional Guide Certification web site.

Certification is an additional fee (\$100); those who sign up at the workshop are eligible for a **reduced rate of \$50** (Restrictions apply: Please contact the CITR office at 800.285.5842 for details, or with questions about Guide Training Certification).