



# INTERESTED IN OBTAINING YOUR CITP?

Here are some helpful insights to understand before you sign up.

## **Who is the ideal candidate for the CITP?**

The Certified Incentive Travel Professional (CITP) exam is SITE's mid-level qualification for the incentive travel professional with at least five years of full-time experience. It is part of a suite of certifications that includes the entry-level CIS certification and the director-level CITE designation (currently in redevelopment).

Designed specifically for planners of incentive travel experiences in corporations and agencies, the CITP is also relevant to senior managers on the supplier side such as DMOs, CVBs, DMCs, hotels, cruise companies, venues. Candidates are expected to have current, direct, hands-on involvement in the major processes associated with incentive travel sales, design and management.

The exam does provide the exclusive ability to include the CITP designation behind your name, and is considered an honor and privilege, denoting your knowledge and understanding of the Incentive Industry to your peers and the public. The exam is demanding. It is not based on memorization of definitions or policies, but rather on the comprehension and ability to apply this knowledge in the real world.

## **What should I expect in the exam?**

While the exam is open to Buyer and Suppliers of Incentive Travel, the exam questions are written from the perspective of a North American outbound travel buyer. This is important to keep in mind as you study and prepare for the exam as much as when you are sitting for the exam.

While the exam is open to our Global audience of Buyers and Suppliers, it's imperative to understand that you may have to think outside of your current role and look at the question from the perspective of how a North American outbound travel buyer would.

## What's the format of the exam?

The CITP designation is awarded upon successful completion of a 100-question examination within a 2 ½ hour time period for those who have English as their first language. If English is not your first language, you are allowed 1 additional hour, for a total 3 ½ hours for the exam.

The exam is held via Live Remote Proctoring. Approximately three weeks before the testing window opens an email will be sent out from Meazure Learning to candidates who have submitted the complete application and the certification fee with instructions on how to schedule their examination. Candidates have 10 days from the date of the email notification to schedule the examination. This is referred to as the “scheduling window”. Once the examination has been scheduled, a confirmation email listing the date and time of the examination will be sent via email. The email will also contain instructions on how to prepare for a live remote proctoring (LRP) session.

The CITP examination is multiple-choice questions and does not involve any essay-type answers. Some questions may require some math and a virtual simple-function calculator and virtual scratch paper are provided.

## Exam Content Outline:

The CITP is designed to measure and validate your performance against the typical requirements of an incentive travel professional – strategic case-making around the business benefits of incentive travel, finance and budgeting, operations and execution, program design and delivery, CSR and sustainability.



### Domain 1:

#### **Business Case For Incentive Travel**

Strategic Planning  
Incentive Program Design  
Stakeholder Management  
Human Resources



### Domain 2:

#### **Selling to the Incentive Travel Market**

Sales  
Professionalism



### Domain 3:

#### **Managing Incentive Travel Programs**

Financial Management  
Communication  
Risk Management  
Crisis Management  
Project Management  
Site Management  
CSR & Sustainability

## What is the cost of the CITP? (Based on 2022 pricing)

Members: \$495 USD (Fee increases to \$675 in 2023)

Non-Members: \$895 USD

Retake exam (within 12 months of application approval): \$149 USD

## CITP Eligibility Requirements

When applying to take the CITP, you must have been employed in the incentive travel profession for at least 12 consecutive months in the last 24 months and have a total of five years experience in the incentive travel industry OR three years experience and the CIS designation. You are not required to have your CIS in order to take the CITP.

In addition, all candidates must have completed **40 hours** of professional development activities in the past five years, and **10 of those hours** must be SITE sponsored content.

Professional Development Activities can include:

- SITE conferences
- SITE events at the local, national, regional or global level
- Industry-related webinars and classes (both live and on-demand)
- Company/organization sponsored continuing education or training
- Local professional development, including certificate programs and seminars
- Allied association education programs (based on acceptance by SITE)
- The CITP Online Prep Course (see below)

## SITE Specific Hours

Looking for more SITE-specific hours? Check out the SITE Knowledge Centre for courses you can purchase and use towards your continuing education hours or check out our webinar archives.

## CITP Application Process

After you submit your application, the CITP Education Team will review it and notify you within 1 week of your eligibility.

### Please note when applying:

- The application form must be completed in one session. The system will not save data.
- Come prepared with your employment history, contact information for current (or most recent) supervisor and/or client reference and employment documents which can include one of the following: resume, statement of employment verification from personnel or human resources official, copy of W2 forms (USA applicants only), letter of incorporation
- You should also come prepared with your list of professional development activities
- This must be noted in your application: The CITP questions are created and vetted by an internal committee. The exam questions are then randomly pulled from a bank so that the committee members have no knowledge of which questions will appear on an exam at any given time. In addition, the exams are graded and scored by an independent company outside of SITE leadership to remain confidential and ensure validity and fairness.

## Preparing with the CITP Prep Course (SITE Knowledge Center)

The course consists of nine modules in the following topic areas: strategic planning, incentive program design, sales, professional development, program management, technology, financial management, CSR and sustainability, and risk and crisis management.

Includes 3.5 hours of content (3.5 CE credits), which can be used either for recertification of the CIS Credential or as part of the 10 required SITE education hours in order to apply for the CITP.

The course is designed to help you test your knowledge as you prepare to sit for the CITP Examination. Successful completion of the CITP Prep course does not mean you are adequately prepared to sit the exam, nor is it an indicator of success on the exam. This course is merely a way to review some of the topics covered on the exam. Remember, success on the exam goes beyond memorization.

You will have access to the course for one year after purchasing.

Login to your SITE member profile or become a guest account to purchase this course.

## CITP Study Groups

It is strongly encouraged that you participate in a Chapter hosted Study Group to better expand your knowledge and understanding of the information. Many past participants have shared that having the opportunity for discussion and understanding different perspectives around topics was quite beneficial in their preparation, especially since this is not a test of memorization but of comprehension.

## Exam Results

- Candidates will be notified of their examination results within six to eight weeks of taking the exam.
- You will be given a pass or fail score, not a percentage (%) of success.
- SITE is unable to release specific exam questions or to share exactly which questions you had correct or incorrect.

## Added Benefits Once You Obtain your CITP

- As long as you remain a CITP in good standing, you will automatically be renewed as a CIS.
- Gain a listing on the SITEglobal.com website as a CITP certificant recipient.
- You can advertise yourself professionally as a CITP and list CITP after your name.

