

IAAPA Institute for Attractions Managers

Teaching Faculty – Biography



SHAUN MCKEOGH, ICAE ATTRACTION INDUSTRY, MARKETING AND PUBLIC RELATIONS



Founder & President, Attractions Academy

Shaun has extensive experience across the breadth of the Amusement & Attractions Industry including family entertainment centers, theme parks, hotels, zoos, water parks, cultural centers, museums and destination resorts. Shaun's expertise lies in Human Resources, Training and Operations Management to build strong workplace cultures that support employees achieving their very best; impacting job performance, quality service excellence delivery and productivity.

As a highly respected specialist for the Amusement & Attractions Industry, Shaun is particularly passionate about workplace reward and recognition, leadership, performance management and quality Service Excellence systems. He is co-author of an industry leadership book *Reasons 2 Reward* and author of numerous attractions industry features.

Shaun is currently Chair for the IAAPA Asia Pacific Education Sub Committee and member of the IAAPA Global Education Committee, IAAPA Asia Pacific Advisory Committee and IAAPA Global Human Resources Committee. He also served as past Chair of the IAAPA Global Human Resources Committee. He is featured as a regular international speaker for both the Asian and North American IAAPA Expo's and serves as faculty for the IAAPA Institute for Attraction Managers.

Shaun is founder and president of Attractions Academy, providing global attractions training development, delivery and consultancy. With Shaun as head of the Attractions Academy, you can be assured of quality and confidence as you develop your organisational culture and develop the people that deliver your product.