

# Guide to CLIA Certification

## Your professional development checklist

On average CLIA Certified Agents generate **15% more sales** than agents without CLIA training<sup>#</sup>



### Accredited

#### Must Have

- ✓ Completed 2 x Core Units\*
- ✓ Completed 1 x Elective
- ✓ Completed 1 x Cruise of 3-nights or more on CLIA Cruise Line
- ✓ Accumulated 100 CLIA Points

### Ambassador

#### Must Have

- ✓ Completed 2 x Core Units\*
- ✓ Completed 3 x Electives
- ✓ Completed 2 x Cruises of 3-nights or more on CLIA Cruise Line
- ✓ Accumulated 30 points from CLIA Cruise Line Training
- ✓ Accumulated 200 CLIA Points

### Master

#### Must Have

- ✓ Achieved Ambassador Level
- ✓ Accumulated 300 CLIA Points
- ✓ Participated in CLIA Masters Program
- ✓ Passed Masters Assignment within 6 months

\* 2 Core Units: Oceans of Knowledge & Oceans of More Opportunity (Equivalent to the 25 modules that were part of "Oceans of Opportunity" training prior to April 2020)

## How to earn CLIA Points

<b>CLIA Learning Academy</b> (20 points/course*) <small>*Cruise Champion = 40 points</small>	<b>CLIA Cruise Line Training</b> (2-20 points)	<b>CLIA Executive Partner Training</b> (5 points)	<b>CLIA Masters Program</b> (50-100 points)	<b>CLIA Events</b> (30-50 points)
<b>CLIA Cruise Line Roadshows</b> (10 points)	<b>Cruise Experience (CLIA cruise line)</b> (20 points)	<b>Ship Inspection (CLIA cruise line)</b> (10 points)	<b>CLIA Product Plus</b> (15 points)	<b>Previous CLIA Cruise Ship Employment</b> (20 points)

### Life-Cycle of your CLIA Points



Points earned for Ship Inspections and Cruise Experiences have a life-cycle of 10 years.  
Points earned from all other eligible activities will remain on your profile.

### Renewing your Certificate



To maintain your certificate, you must complete the refresher course named **"Cruise Dynamics"** every year.  
This online course is open from February - December, accessible via CLIA Members Hub -> Learning Academy.

<sup>#</sup>Based on data from CLIA Cruise Lines