



Program Guide

Apple Certified Trainer for Pro Applications

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About this program guide

The purpose of the Apple Certified Trainer program is to verify that individuals who teach Apple's curriculum have the instructional skills and technical proficiency to successfully deliver training to Apple customers. This Program Guide details the information you need to become an Apple Certified Trainer.

Certified Trainers will deliver Apple-developed curriculum at Apple Authorized Training Centers (AATCs) or at an Apple customer site as defined by Worldwide Customer Training. Certification from Apple offers assurance that trainers have the requisite knowledge and skill sets needed to teach classes in digital technologies. For editors, filmmakers, sound designers, DVD authors, photographers, special-effects artists, and composers, certification is a great way to measure your knowledge and confirm your expertise as well as being an additional tool for marketing your skills.

The Apple Certified Trainer program is available worldwide. For the latest train-the-trainer schedule, please visit training.apple.com/schedule.

An Apple Certified Trainer for Pro Applications is an individual who has:

- A strong understanding of and experience using Apple technologies and applications, including a minimum of one full year on the chosen pro application.
- A minimum of three years experience in the field as an editor, visual-effects artist, DVD author, or sound designer. Experience as a professor or teacher in these fields is also considered.
- Completed the end-user class for the chosen pro application.
- At least one year of hands-on, leader-led training experience in a structured classroom experience is preferred.
- Exemplary presentation skills.
- Met Apple's trainer quality standards.
- Level one end-user certification in the chosen product.

Becoming Apple Certified Trainer for Pro Applications

To become an Apple Certified Trainer, you must satisfy the following requirements:

- Submit a completed Apple Certified Trainer application.
- Attend the Apple Training course you want to become certified to deliver.
- Pass the associated end-user certification exam.
- Meet Apple's quality standards by demonstrating your ability to deliver the Apple Training course at a Train-the-Trainer session.
- Pass the associated trainer certification exam for your chosen pro application.
- Have technical expertise in and hands-on experience with Apple technologies and applications.

Step One: Complete the Apple Certified Trainer application

If you feel that you meet the prerequisites, the first step to becoming an Apple Certified Trainer is to complete the application online at: <http://training.apple.com/act>. Apple Pro Training reviews your application to determine your eligibility to become an Apple Certified Trainer. Please allow seven business days for processing. Incomplete applications will not be processed, so please verify that you have included all required documentation.

Step Two: Register for the Appropriate Train-the-Trainer class

If your application is accepted, you will receive an email with information on registration and payment of class fees. To become certified, you must attend the Train-the-Trainer course to acquire thorough knowledge of the certified courseware and to learn effective instructional methods. The course includes role-playing exercises, presentations, and an exam. Attending the T3 allows you to become more familiar with the curriculum, experience the flow of the course, observe student and instructor interactions, and listen to questions and answers.

Apple Certified Trainer candidates are responsible for tuition fees as well as all personal expenses, such as food, travel, and lodging when attending an Apple Training course or a T3 session. For a list of the available classes and a complete description of the courses, registration information, class schedules, and tuition fees, visit train.apple.com/pro/proappsched.html.

Step Three: Demonstrate your Knowledge and Technical Expertise

During your T3, you must demonstrate your subject matter expertise and instructional presentation skills. Depending on the course(s) you are seeking certification to teach, you will present one or more chapters of the course to a group of your peers and an Apple Training Mentor. The Apple Training Mentor will evaluate your technical proficiency and instructional presentation skills.

Step Four: Pass the Trainer exam

On the last day of each T3, a trainer certification exam is administered via the Prometric Prime test engine, a worldwide provider of comprehensive computer-based testing and assessment services. Their testing centers are located in many cities throughout the United States and Canada, and select countries in Europe and Asia Pacific.

All Apple Certified Trainers must pass the associated certification exam at the required Instructor Level Score. The cost of the exam is included in the T3 fees. If you do not pass the exam during the T3, you will automatically be sent a retake code. You must wait one week to retake the exam. Apple Certified Trainer candidates are responsible for the Prometric retake test fee of US\$150. You can only take the trainer exam twice. If you do not pass on your retake, you must either attend another T3 or prove to Apple that you have improved your product knowledge via an industry project.

You are required to have an Apple Tech ID number to registering for an exam. You should have already created an Apple Tech ID when you passed the end-user exam. If for some reason you don't have a Tech ID, you can apply for a Tech ID by following the instructions at certifications.apple.com.

Training Preparation

Some of the ways that you can polish your training and presentation skills and prepare yourself technically prior to teaching a course include for teaching a course include the following:

- **Attend a course on a related topic**—Attend a course with content that complements or provides deeper technical information to enrich your technical knowledge.
- **Consult with people who use the applications**—Observe how other people use the product and discuss their approach with them.
- **Use the application**—Work with the product so that you become extremely familiar with its features and capabilities. As part of the T3, you will receive a Not for Resale copy of your chosen application.
- **Observe an experienced instructor**—Watch an experienced instructor and take notes on things such as course flow, timing, student questions, and helpful analogies.
- **Practice delivering the course**—Deliver the course, or portions of the course, to a group of your peers so that you can refine your presentation and identify any problem areas.
- **Keep abreast of the latest in training theory**—Join a professional technical training organization, such as the American Society for Training and Development (ASTD) or the International Society for Performance Improvement (ISPI), or read current literature on recent advances in technical training.

Teaching an Apple Certified Course

After you satisfy all the requirements, become an Apple Certified Trainer, and sign the Apple Certified Trainer agreement or Proctor Code of Conduct, you may teach the course for which you are certified under the direction of Apple Training or an Apple Authorized Training Center.

Each course has its own specific prerequisites, trainer materials, and student guides. To view course prerequisites, please see the data sheets for each course at <http://train.apple.com>.

As a means of ongoing evaluation, students are asked to evaluate both the course content and the trainer's technical and instructional expertise at the end of each course. Apple reviews these online course evaluations. Students are also provided with a certificate of achievement once they complete a course.

Frequently Asked Questions

How long does it take to become an Apple Certified Trainer (ACT)?

The time it takes to become an Apple Certified Trainer depends on the following factors.

- Submitting a fully completed application. Acceptance can take up to seven business days.
- The availability of a T3 for your chosen application.
- Your knowledge of Apple applications and technologies.
- Your training experience.

What fees and expenses are associated with the program?

Applicants pay tuition fees for each course they attend, exam fees, and all personal expenses—such as travel, meals, and lodging—incurring during the assessment periods. If you do not pass the trainer exam during your T3, you will have to pay \$150 to retake the exam.

Do I need to pass an exam to become an Apple Certified Trainer?

You must pass both an end-user and a trainer exam for the application that you would like to teach. Some applications include multiple certification levels.

What is the format of the exams and how long do they take?

Exams vary in duration from 90 to 120 minutes. Each exam contains between 50 and 120 multiple-choice items. Some items are scenario based; you will be given a problem description and asked to analyze the situation and select the most appropriate solution(s). If time permits, you will be able to review your answers and make any desired changes before the exam is scored. Upon submission, the exam is graded and the recorded score is provided to you. An optional 15-minute tutorial on the use of the simple test interface is available prior to the exam.

If I am accepted into the program what am I certified to do?

As an Apple Certified Trainer, you can deliver the specific Apple course(s) that you have been certified to teach at an Apple Authorized Training Center (AATC) or onsite at a customer location. You can also administer certification exams at the AATC. You do not have to be certified in a specific product to proctor an exam.

Once I am certified, how long does my certification last?

Once you are certified to teach a course, you can teach until one of the following conditions exists:

- A major update to the curriculum or application requires you to demonstrate knowledge of the new technology and become recertified. Recertification can vary from an online exam to attendance at a recertification T3 to attendance of a full T3, depending on how extensive the changes are.
- Poor evaluations on either your instructional abilities or your technical knowledge. If this occurs, you may need to repeat the T3 session and/or teach the course under supervision of an Apple Training Mentor.
- Termination of your Apple Certified Trainer agreement or Proctor Code of Conduct.

Is the Apple Certified Trainer program available in other countries?

The Apple Certified Trainer program is available internationally. Please email trainer@apple.com for information.

How will I be scheduled to teach?

Apple Certified Trainers do not work for Apple. Instead, they work for an Apple Authorized Training Center; the center will manage your teaching schedule. We post job listings on our trainer list serve.

Benefits of Becoming an Apple Certified Trainer for Pro Applications

The Apple Certified Pro Training and Certification programs are designed to keep trainers at the forefront of Apple's digital media technology. Certification creates a benchmark for assessing proficiency in a specific Apple Pro application. By taking and passing the Apple Certified Pro exam, trainers will receive Apple Certified Trainer status, which allows them to distinguish themselves to colleagues, employers, and prospective clients as a skilled trainer of the chosen software application. This certification gives you a competitive edge in today's ever-changing job market.

As an Apple Certified Trainer for Pro Applications, you will enjoy a number of special benefits. Benefits are subject to change without notice and may not be available in all countries.

- **Ability to teach Apple training courses**—Once you are certified to teach an Apple training course, you can teach that course in an AATC, which includes Apple classrooms, Apple Authorized Training Centers, or onsite at an Apple Customer location, subject to the terms and conditions of the agreement.
- **Ability to proctor Apple Pro Applications Certification exams**—Once you are certified to teach an Apple training course, you can proctor the Apple Certification Exams that are offered at an AATC, subject to the terms and conditions of the Proctor Code of Conduct.
- **Access to trainer and student materials developed by Apple**—Each Apple training course comes with trainer materials and a comprehensive Apple Pro Training Series student guide. The trainer materials give you directions for delivering the course you are certified to teach. The student guide provides the students with clearly stated objectives for each lesson, exercises to practice the learned skills and concepts, and summaries to reinforce learning.
- **Use of Apple Certified Trainer logo**—The Apple Certified Trainer logo identifies you as an Apple Certified Trainer.
- **Specialized Support and Communications**—You have access to internal Apple training experts who can help you with questions or concerns regarding the curriculum, exercises, and setup requirements of the course(s) you are certified to teach.

- **Access to Apple Sales Web**—As a member of the Apple Certification Alliance, ACTs are also given access to Apple Sales Web (ASW), an online resource with information on Apple hardware, Pro applications, Mac OS X and other related Apple technologies. Membership in the Apple Certification Alliance group on ASW provides special access to customized resources for the Apple certified community, such as: the latest news on Apple products, useful links to technical information, regular customized Apple Sales News communications, and access to exclusive certification merchandise.
- **Tuition discount**—After becoming an Apple Certified Trainer, you can attend additional Apple Training courses at an Apple Authorized Training Center (AATC) using the Channel partner program. Details of this program appear on Apple Sales Web.
- **A Not for Resale (NFR) copy of the software**—When you attend a train-the-trainer course(s) for the applications, you receive a Not for Resale copy of the software for your own personal use. This benefit is not available for all courses.
- **Pro Trainer List Serve**—The list serve was created as a way for our trainers to communicate with each other. This mailing list consists of all the trainers who have successfully completed a pro applications Apple Certified Train-the-Trainer class. This list is meant as a place to bounce ideas, questions, or otherwise inform other trainers on Pro Apps related issues.
- **Peachpit Discount**—Apple Certified Trainers are eligible for a 35% discount for all Peachpit books, including the Apple Pro Training Series.
- **Discounts on third-party solutions**—Apple Certified Trainers are eligible for discount on various third-party software solutions. Details of this program appear on Apple Sales Web.

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