



Avid Certified Instructor Program Guide





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OVERVIEW

“Congratulations and welcome to the Avid Certified Instructor community! This Program Guide is designed to help get you started. For the next few weeks and months, keep it handy. There is lots of great information here to help you get

The following sections include information related to your ongoing participation in the ACI Program.

POLICIES AND BENEFITS

Benefits and Entitlements

As an Avid Certified Instructor, you will enjoy exclusive benefits. These include:

- Public listing of your certification status and course authorization(s) on Avid.com. (Requires activation.)
- “ACI” logo for use on business cards, email signatures, social media, etc.
- 365-day NFR license of the software you are certified to teach
- Free instructor eBook of the course manual for each authorized course
- Access to exclusive online discussion forums with Avid personnel and peers
- Additional downloadable instructor resources, including instructor guides, presentation slides, and more.
- 50% discount on all classes leading to certification as an Avid Certified Support Representative or an Avid Certified System Administrator.

MAINTAINING CERTIFICATION

ACI certification must be renewed as new product versions are released. See the details below on what you are required to do to maintain your ACI status.

Avid Education requires a signed contract by all ACIs. This contract outlines the requirements listed below, and includes a non-disclosure agreement (NDA), which permits us to share privileged information about Avid products with our instructors.

ACIs are expected to be active instructors, who maintain the high-standards of instruction associated with Avid certification.

To maintain certification, each ACI is required to:

- Teach an Avid Authorized course at least once per year
- Participate in recertification training, either in person or via online webinar, upon major revisions of the software or courseware
- Take and pass the ACI recertification exams, corresponding to your level of certification, within 180 days of any exam update
- Maintain high standards of professionalism, and a positive representation of Avid, when teaching Avid authorized courses
- Recommended: Attend one new Avid course per year – **OR** – Attend two professional development webinars per year (details below)

INSTRUCTOR RESOURCES

The following resources will be instrumental in getting you up-and-running.

ACI Mailing List

Avid Education uses a mailing list to keep you, our partners, up-to-date on all the latest information about our products and programs.

The ACI Mailing List is not used for general Avid marketing. Instead, the ACI List is used exclusively for announcements from Avid Education regarding important product releases that will impact your classes, changes to curriculum, Education and Certification opportunities, official meet-ups at tradeshow, etc.

ACI Discussion Forums

We have private, product-specific forums just for instructors. These give us a private space where we can post announcements, resource links, and engage in open dialogue and discussions with our worldwide community. It is also a place for you to network with fellow instructors, share ideas, ask for help, and more.

Request access to the ACI Forum for your product - email ACI.Program@avid.com.

Product Installers

If you need a product installer we can help.

Avid Education maintains a dedicated account on the Avid Download Center to facilitate easy access for our Avid Learning Partners and Certified Instructors. You may use this account to download the installer for the product and version required to use your NFR license, including product upgrades.

Download the installer guide here: <http://tinyurl.com/ALP-installers>

How to Administer Avid Exams

All Avid Certification exams are proctored and administered through our online Training Administration system. To access this system, you will need to have an account set up by your regional ALP Manager. So, if you are planning to administer the exams to your students directly (not through a designated test proctor at your school), contact [your regional ALP Manager](#) right away to request your account.

To learn how to setup and administer your exams, download the [Exam Administration Guide](#).

How to Order Class Books

Avid courseware for use by you and your students can be ordered by contacting Avid Education directly, or through the our online Training Administration system. Payment can be made using a credit card, or using a Purchase Order if the school has established credit terms with Avid.

If you are responsible for order books for your classes, contact your regional ALP Manager immediately to have your accounts set up now and avoid delay before classes begin. If your campus bookstore handles all book orders, please refer the bookstore manager to [your regional ALP Manager](#).

(Note: ACIs are not permitted to order books independent of their associated ALP.)

COURSE UPDATES & RECERTIFICATION

As Avid continues to develop and innovate, its products will continue to evolve. Avid Education updates authorized courses as needed to maintain accuracy for the most current release of software, and to maintain the relevance and marketability of the courses in a fast-changing industry.

As an ACI, you are required to update your course authorization when a course is updated. ACIs are our partners in the field, and are the face of Avid Education to the majority of students. It is critical that you remain up-to-date in your knowledge of the product and the current courses.

The process for recertification is:

- 1. Avid Education announces a course update and online recertification training.**
- 2. Watch the online recertification training.**
- 3. Take and pass the online assessment.**
Recertification exams are taken remotely, at your ALP, using a local proctor.
- 4. Certification credentials online are updated.**

Workshop vs Webinar

Most recertification sessions are conducted as webinars. Webinars maximize flexibility and convenience for ACIs, and eliminate travel costs.

When appropriate, live recertification workshops will also be offered in conjunction with industry events and conferences. Live workshops allow for more in-depth training and the chance to network with fellow ACIs and Avid personnel.

ADDING COURSE AUTHORIZATIONS

ACIs are initially certified to teach the 100-level course. In time, your school or training center may wish to begin offering more advanced courses to expand your training portfolio and offer advanced certifications to your students or customers.

Similar to your initial certification, this is a two-part process involving both the instructor and the school. Your ALP needs to be designated a 200-level Partner, and you need to complete the 200-level ACI certification. For more information, contact your regional ALP Manager to discuss upgrading your partnership.

A 200-level Train-the-Trainer course can be completed by attending the class at an Avid location, or by requesting an onsite class. Much like the Avid Educator Workshop, this is a 5-day course that covers both courses required to offer 200-level certification to your students.

It is a simple, 3-step process to gaining additional course authorizations.

To gain additional course authorizations, an ACI must:

1. **Take and pass course you want to teach.** Courses can be taken directly at Avid offices, or at a Professional ALPs.
2. **Apply for course authorization via email to ACI.program@avid.com.**
3. **Attend the online, T3 Webinar for each course and pass the associated T3 exam.**

For a full list of courses available for each Avid product visit the [Avid Education](#) section of Avid.com.

ADDITIONAL TRAINING RESOURCES

CONTINUING EDUCATION

We believe strongly in the value of ongoing education and encourage our instructors to do likewise. To help our instructors keep pace with the accelerating pace of entertainment technology, we offer a variety of training and educational resources.

Instructor-led Classes

Deepen your expertise or broaden your portfolio by enrolling in technical training or advanced operational classes direct from Avid. To find a course and enroll visit the [Avid Education](#) section of Avid.com.

If training an entire team you can save money by having us come to you! You can request on-site delivery of standard Avid classes or custom training to meet your unique needs by completing the [Onsite Training Request](#) form.

Online Training Resources

Avid offers a range of free online educational resources for both technical and operational training.



Avid Tech Talks

Avid Education and Customer Care offer online training webinars covering technical, operational and workflow management topics on a variety of Avid systems, including Media Composer, Pro Tools, and Sibelius

[Sign up for free](#) to attend an upcoming webinar.

Avid Support How-To Videos

Want to learn from some of the best tech's in the business? Check out the growing library of ["How To" videos from Avid Customer Care](#).



Berklee Online

"Take your music production skills to the next level. Learn to create, produce, and record professional-sounding music arrangements at home." <http://www.berkleemusic.com/>

CompTIA CTT+ Certification

Some candidates will find that they need additional education in technical training and presentation skills to pass the Teach-Back Exam. For those candidates, Avid recommends completing the **CompTIA Certified Technical Trainer (CTT+)** certification training. CompTIA is an international, vendor-neutral certification that covers core instructor skills, including preparation, presentation, communication, facilitation and evaluation in both a classroom and virtual classroom environment.

CTT+ training and certification is not a requirement of becoming an Avid Certified Instructor.

For those instructors interested in getting the most value out of CTT+ certification, we recommend taking a full CTT+ training course, rather than completing the self-study materials for certification only.

For more information, go to <http://www.comptia.org/certifications/listed/ctt.aspx>

CONTACT US

As the recognized leader in media and entertainment production solutions, Avid is committed to your success. Through a combination of up to date courseware, educational best practices, and industry-experienced instructors, Avid makes learning interesting and rewarding.

We're here to help!

For general questions, email ACI.Program@avid.com .

For help with specific enablement needs, contact your regional ALP Program Manager via one of the email addresses below;

AMERICAS	training@avid.com
EUROPE, MIDDLE EAST & AFRICA	trainingEMEA@avid.com
ASIA & PACIFIC	trainingAPAC@avid.com



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