

Macromedia Authorized Training Partner
Program Guide
2005



Macromedia Authorized Training Partner Program Guide Table of Contents

Introduction.....	3
Section I: MATP Program Overview	
Mission Statement.....	3
Program Overview.....	3
Partner Candidate Profile.....	3
Requirements.....	4
Benefits.....	6
Fees.....	7
Section II: Application Process	
Becoming an MATP.....	8
Review Process.....	8
Application Process Flowchart.....	9
Additional Location Authorization Process.....	10
Section III: Instructor Certification	
Instructor Certification.....	10
Master Instructor Program.....	20
Frequently Used Terms.....	22
Appendix I: MATP Program Business Plan.....	24

Introduction

Welcome to the Macromedia Authorized Training Partner (MATP) program. This program guide is designed to explain the goals, benefits, procedures, and details of the MATP program.

If after reading this guide, you have additional questions, please contact us at MATP@macromedia.com.

Section I: MATP Program

Mission Statement

The MATP program is *the* authorized channel for delivering high quality instructor-led training courses to Macromedia customers.

Program Overview

As a leading vendor of tools and servers that empower web designers and developers, Macromedia is committed to the success of its customers. The Authorized Training Partner program is designed to attract the most skilled training companies in the web business. Our goal is to leverage the resources and capabilities of these strategically chosen partners to assist us in training our customers worldwide.

The MATP program features a broad spectrum of courses that cover the entire Macromedia product set. We rely on our Authorized Training Partners to help make Macromedia products universal by transferring knowledge that will build expertise and capability of our entire ecosystem. We require strong quality focus, as well as a solid business plan and a state-of-the-art training environment. Specific entrance criteria and program requirements are defined below.

Partner Candidate Profile

In order to meet the strategy and goals of the MATP program, we have a selection criteria process for candidates. This selection process and candidate profile include:

- Market recognition/reputation - Is the MATP candidate a recognized leader in web design, web application development, or the training industry?
- Market penetration - Is the MATP candidate able to penetrate untapped students and customers through its own marketing and sales initiatives?
- Customer base - What is the customer base of the MATP candidate? Industry, government, professional, etc?

- Investment/commitment - Is the MATP candidate willing to invest in facilities, equipment, and instructors? Does the MATP have infrastructure to support a first class training operation? Will the MATP invest in marketing to the customer base?
- Strategic fit - Does the MATP candidate match Macromedia's current and/or future needs in technology and product areas? Will the addition of new MATPs dilute or expand the customer and territory base?

The MATP program is geared towards companies whose business focuses on delivering intense multi-day corporate/professional training. If you are an educational institution interested in partnering with Macromedia, please contact education@macromedia.com.

MATP Program Requirements

The MATP Program Requirements are broken down into four requirement areas: Partner, General Training Program, Instructor, and Training Facility. Putting these requirements in place ensures us that the customer will receive a quality experience from both Macromedia and its MATPs.

Partner Requirements

Macromedia is seeking to add Macromedia Authorized Training Partners (MATPs) around the globe. To be considered, partner candidates must meet the following criteria:

- Previous training center business experience.
- Upon approval into the program, employ a minimum of two full-time Macromedia Certified Instructors (MCI) – one may be a contractor. These instructors are assigned to just one MATP. The MATP will be required to update Macromedia regularly with a list of its current MCIs. Macromedia encourages MATPs to hire full-time instructors, but will allow MATPs to work with freelance MCIs under the following conditions:
 - The MATP must register the freelance MCI for the specific product curriculum they will be teaching.
 - The freelance MCI can only deliver training at an MATP location for the product curriculum that he/she is certified to teach.
- Have ongoing access to a training facility that supports delivery of Macromedia Authorized curriculum.
- Candidate must be willing to meet all MATP requirements defined below.

General Training Program Requirements

- Use Macromedia Authorized Curriculum. The MATP cannot offer its own developed or third party developed courseware if the course directly competes with the Macromedia curriculum.

- Teach all available courses for at least three Macromedia products (for example, teach all courses in the Flash, Dreamweaver, and ColdFusion curriculums).
- Train a minimum number of students per quarter, according to the following regional breakdown:
 - Australian and New Zealand: 15
 - Brazil: 15
 - Canada: 20
 - France: 15
 - Germany: 15
 - Japan: 15
 - Mexico: 15
 - Rest of Europe, Middle East, and Africa: 15
 - United Kingdom: 15
 - United States: 25
 - All other countries, no minimum required
- Actively market your training center's Macromedia classes at your own expense.
- Maintain properly equipped and comfortable classrooms including current hardware, software, and other teaching aids as outlined in the MATP classroom requirements.
- Offer only courses on Macromedia products for which the MATP's MCIs are certified to teach.
- Publish a quality assurance and customer satisfaction policy that meets or exceeds Macromedia requirements. MATP is responsible for ensuring that customers receive a positive, satisfactory training experience.
- Update your web site to include Macromedia training information including MATP branding and course information.
- Provide each student with a Macromedia Authorized course book.
- At the conclusion of every class, request that each student promptly complete a course evaluation using Macromedia's electronic course evaluation system. A quality rating of 4.1 or greater is required for instructors to stay active in the program.
- Have a minimum of two Macromedia Certified Instructors on staff (one can be a contractor) and an adequate number of certified instructors to cover all classes offered in all locations.
- Provide adequate support staff (student registration and assistance, student materials management and marketing staff).
- If requested, submit an annual business plan outlining a plan to meet the qualitative and quantitative requirements of the MATP program (see Appendix I).
- Promote Macromedia classes on the MATP's company web site and in their course catalog, in addition to conducting other appropriate marketing and sales efforts.

- Report on all training activity as dictated by the Macromedia Alliance Program Team. Reports must be submitted by the 30th of each month, detailing number of courses offered, classes canceled, and number of students trained per course.

Failure to comply with program requirements will result in revocation of Authorized Training Partner status.

Instructor Requirements

- Those who plan to teach Macromedia courses must follow the procedures (determined by Macromedia) to become a Certified Macromedia Instructor. Each Macromedia course has its own unique set of requirements. To view these requirements, please see Section III of this handbook.
- Instructors must inform each student of the Macromedia Course Evaluation process.
- Instructors must maintain a quality rating of 4.1 or greater, using the Macromedia Course Evaluation system, to stay active in the program.

Training Facility Requirements

A computer must be provided for each student and one for the instructor. The MATP's training facility must meet the system requirements for each course that is taught. Details on individual course system requirements will be provided upon approval to the MATP program.

Classroom Configuration:

- LCD panel or projector
- White boards
- Web Browser - Netscape 4.0 or Microsoft IE 4.0 (live internet connection)
- CD-ROM
- Instructor executable from Macromedia (installed on instructor machine)
- Student executable from Macromedia (installed on student machines.)

MATP Program Benefits

Macromedia supports MATPs with the following benefits:

- Company's classes are marketed through a listing on the Training Scheduler on macromedia.com. Customers are directed to this site when looking for a class.
- Access to the Macromedia Authorized Curriculum including new course releases and updates for existing courses. The Macromedia Authorized Curriculum includes instructor guides and supporting slide presentations.
- Access to copies of software for MATP classrooms.*
- MATP Welcome Kit (includes a banner and a plaque).

- Eligible for inclusion in MATP program marketing collateral.
- A direct contact to Macromedia through the MATP@macromedia.com email box.
- Subscription to a bi-quarterly newsletter (special section for MATPs only) and the opportunity to participate in training partner conference calls and Breeze Presentations .
- MATP Instructors receive status as a Macromedia Certified Instructor (MCI); a program that provides standards for course delivery among the MATP community. MCIs receive the exclusive use of the Macromedia Certified Instructor Logo.
- Automatic membership to the Macromedia Alliance network and the benefits ** associated with that program. Benefits include, but are not limited to, the following:
 - Access to Sales Engineers
 - Three professional certification vouchers (VUE) per training location
 - One free subscription to Macromedia University (MMU).
 - Technical Phone-Based Support (5 incidents)
 - Subscription to Partner Newsletter (Partner Connect)
 - Access to Partners Only – Macromedia’s secure partner extranet
 - Invitation to regional partner meetings and events
 - Inclusion in the Partner Search on Macromedia.com
 - Eligible for partner spotlight feature on Macromedia.com
 - Standard Promotional Materials including logos
 - Access to Attributed quotes for Partner Press Releases
 - Ability to post information to Partners in the News, Partner Success Stories, Industry Awards and Announcements
 - Case study consideration
 - Full list of benefits are listed at:
 - North America:
http://spectra15.macromedia.com/overview/na_benefits.cfm
 - International: http://spectra15.macromedia.com/overview/int_benefits.cfm

*Prospective MATPs in the South Asia region should email MATP@macromedia.com for specifics on this entitlement.

** Alliance Partner benefits are subject to change

MATP Program Fees

Program fees vary from region to region. There are three fees associated with the MATP program:

- The MATP annual program fee (based on calendar year)
- Curriculum fee per location
- Additional location fee for any location beyond the primary location
- Cost associated with Instructor Certification (Please see Section III: Instructor Certification)

To find out what the fees are for your region, please contact MATP@macromedia.com.

Section II: Application Process

Becoming an MATP

Follow the steps below to become a Macromedia Authorized Training Partner.

1. Understand the MATP program requirements and read the MATP Program Guide.
2. Complete an electronic application form available on the Macromedia web site at <http://spectra15.macromedia.com/overview/signup/signup.cfm>
3. Macromedia will contact the applicant with approval/denial to move forward within 4-6 weeks of receipt of the application.
4. If approved to move forward, the MATP candidate will be required to submit a business plan outlining the strategy and implementation of their plans for the coming year. This document must meet the approval of Macromedia.
5. If approved to move forward, the MATP will sign a joint contract with Macromedia that authorizes the candidate to conduct Macromedia courses.
6. The MATP's instructor candidate(s) will complete an Instructor Questionnaire and begin the process of certifying to teach Macromedia courses.
7. The MATP applicant will be approved as a Macromedia Authorized Training Partner when the MATP applicant has paid their annual fee, returned their signed contract, and certified their instructor(s).
8. Once the process is finalized, the candidate will receive the Welcome Kit and software for use in their training facility.

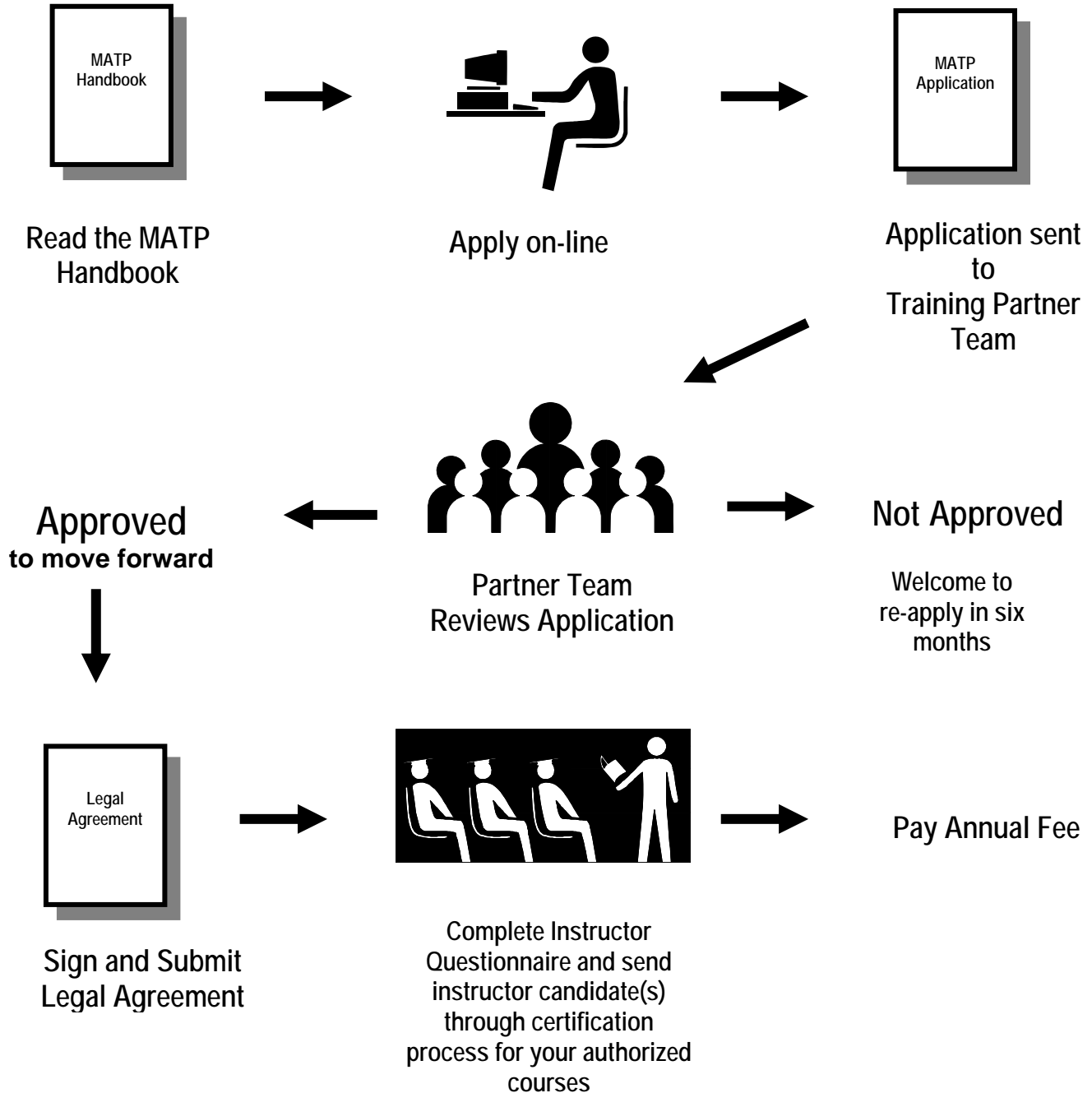
If the MATP candidate is not approved, the applicant is welcome to re-apply in six months.

Macromedia Review Process

Upon receipt of the application, the Alliance Program Team will base partner acceptance on the following criteria.

- The need for a training partner in the region.
The need for training is determined by the Macromedia Training Partner Team and the Macromedia Sales Team. This determination is based on the number of active authorized training partners and product sales statistics in that region.
- The candidate's existing product expertise.
- The quality and solidity of the candidate's sales and marketing plan to sell Macromedia training.
- The candidate's experience running a training business.
- Whether or not the training facility meets the requirements for supporting the delivery of Macromedia Authorized curriculum.

MATP Application Process



Additional Location Authorization Process

If an MATP would like to teach Macromedia classes in one or more additional locations, the MATP must submit the request to MATP@macromedia.com. In reviewing the request, the Training Partner team will base their decision on the following criteria:

- The need for training partner in the region.
 - The need for training is determined by the Macromedia Authorized Training Partner Team and Macromedia Sales Team. This measure is based on the number of active authorized training partners and product sales statistics in that region.
- The MATP will be required to submit a business plan to support the need for the additional location(s).
- The MATP must maintain complete compliance in the MATP program at their existing training center
- There is an additional fee associated with each additional location.

Section III: Instructor Certification

This section details the process for becoming a Macromedia Certified Instructor (MCI).

Assessment

In order to become an MCI, there are three areas evaluated:

- Knowledge of product / skill / methodology / language
- Knowledge of course materials
- Training skills

Each course in each curriculum has a base set of requirements in these areas, as outlined in this document.

Requirements - An Overview

In order to first become a Macromedia Certified Instructor in the Macromedia Authorized Training Program, you must perform the following steps:

- Obtain, review and meet our instructor profile criteria for the course you wish to certify, including minimum hands-on product knowledge requirements.
- Fill out an Instructor Questionnaire and submit it to the Training Partner Team (MCI@macromedia.com) for review.
- Obtain a pre-certification as an approval to move forward with the certification process.
- Attend the course for which you seek authorization. Send the date of the class and the instructor name to MCI@macromedia.com.

1. *You must attend the most current course from an instructor's perspective: Objective of this step is to observe the way the class is meant to be presented, to see what types of issues arise, and to hear the questions that may be asked.
2. Pass the current Macromedia Certified Professional exam for the courseware subject matter.
3. **Pass a stand up certification or other established step to finalize Instructor Certification.

All other requirements are specific to each course and are listed in the following sections.

**If your country does not offer the course you seek to certify on, please contact MCI@macromedia.com for alternatives.*

***As alternatives to stand-up certifications, you can also send in a VHS videotape of your certification for review. Also accepted for substitute of a stand-up certification is the CompTIA Certified Technical Trainer (CTT) certification.*

Time Expectation

The average amount of time between identifying a new possible instructor candidate and getting them certified is three (3) months. This is with the expectation that the candidate has:

- Demonstrated solid technical skills in the area of the curriculum.
- Demonstrated effective training skills.
- Adequately prepared with the course materials.

If a candidate does not meet all of the prerequisites outlined in the course prep guide, you can expect the Instructor Certification process to take longer.

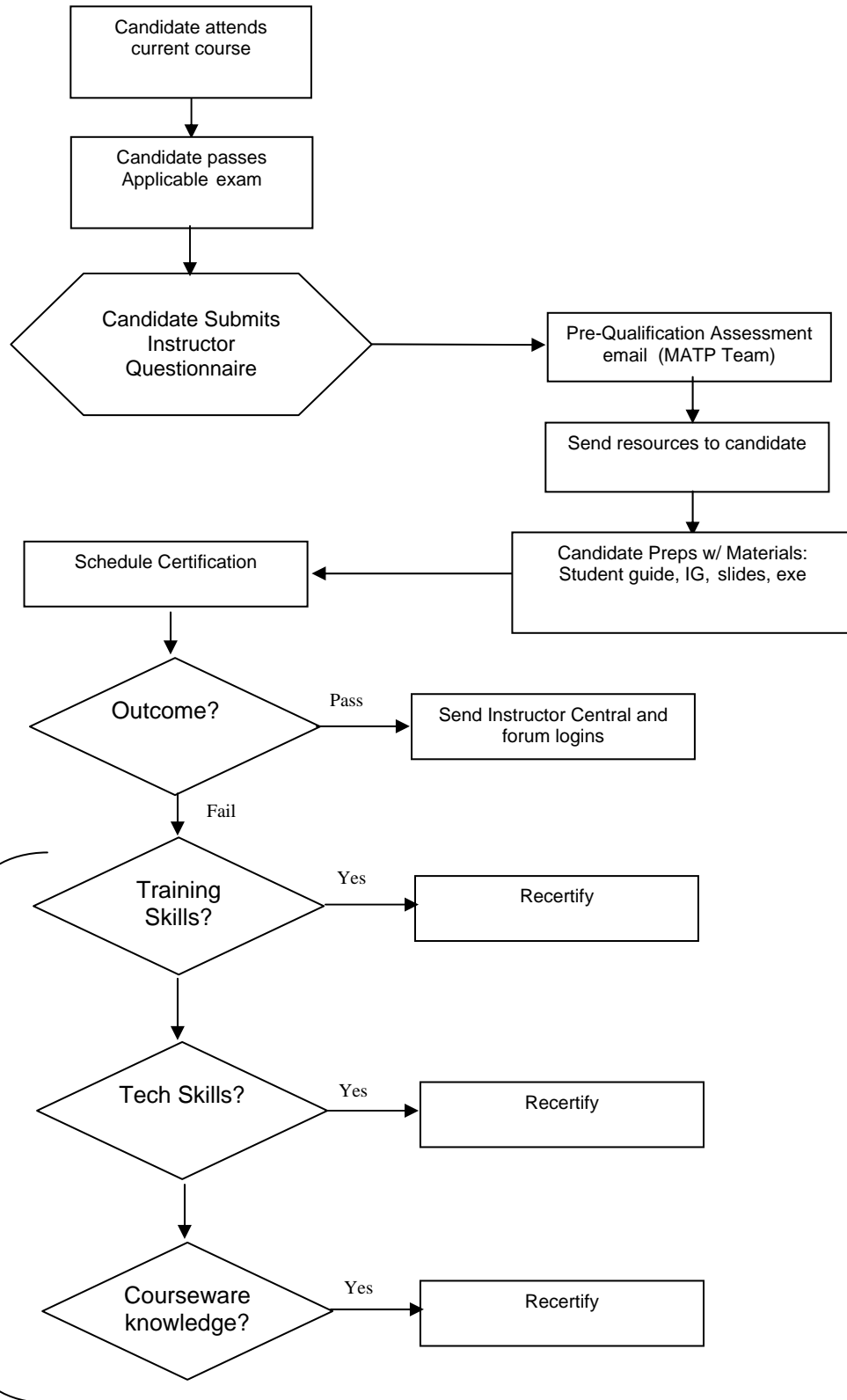
Costs

There are costs associated with instructor certification. These costs include, but may not be limited to the following:

- Cost of sending the instructor candidate to a class – unless your partnership has a certified instructor that can present to the candidate in a classroom setting
- Cost of professional exam(s) required for certification
- Cost for time to prepare – we strongly recommend at least 2 days of preparation time for each day of course material to be presented
- Travel costs incurred to commute to a certification location
- Cost of a stand-up certification as part of a certification boot camp (\$250); OR an individual stand-up certification (\$500)

Instructor Certification Process Flow

New Instructor/New Curriculum



Certification criteria – 2 out of 3 deficiencies is a fail

ColdFusion Curriculum

Fast Track to ColdFusion MX 7 (FTCF MX 7)

Prerequisites

- Have at least 6 months training experience in a hands on technical environment
- Have at least 6 months development experience with ColdFusion (including the current version)
- Complete the ColdFusion-based Instructor Questionnaire and submit it to mci@macromedia.com for pre-certification review.
- Pass the current version of the Certified ColdFusion Developer Exam offered through Virtual University Enterprise (VUE). (<http://www.vue.com/macromedia>)

Steps to become certified

- Attend the current version of the course
- Pass a stand-up certification

Advanced ColdFusion Development (ACFD)

Prerequisites

- Must be a Fast Track to ColdFusion (FTCF) Certified Instructor (which includes the Macromedia Certified ColdFusion Developer designation)
- Successfully taught FTCF twice maintaining a 4.1 overall rating in the Macromedia Course Evaluation System

Steps to become certified

- Notify mci@macromedia.com of your intention to certify
- Attend the current version of the ACFD course
- Submit Proof of completing all steps to MCI@macromedia.com

Moving to ColdFusion MX 7 (MTCF MX7)

Prerequisites

- Must be a Fast Track to ColdFusion (FTCF) Certified Instructor
- Pass the Macromedia Certified ColdFusion MX7 Developer exam
- Successfully taught FTCF twice maintaining a 4.1 overall rating in the Macromedia Course Evaluation System

Steps to become certified

- Notify MCI@macromedia.com of your intention to certify
- Prepare with the current MTCF MX 7 course materials
- Submit Proof of completing all steps to MCI@macromedia.com

Dreamweaver Curriculum

Macromedia Dreamweaver MX 2004: Website Development (DWWD)

Prerequisites

- At least 6 months training experience in a hands on technical environment
- At least 6 months development experience with Dreamweaver (including current version)
- Complete the tools based Instructor Questionnaire and submit it to mci@macromedia.com for pre-certification review.
- Pass the Macromedia Certified Dreamweaver exam.

Steps to become certified

- Attend the current version of class
- Pass a stand-up certification

Macromedia Dreamweaver MX 2004: Dynamic Application Development (DWDA)

Prerequisites

- Be a DWWD Certified Instructor
- Have taught DWWD twice and maintain a 4.1 overall rating in Instructor Central
- At least 3-6 months application server development experience
- Pass the most recent Dreamweaver Certified Developer exam
- Notify mci@macromedia.com of your intention to certify

Steps to become certified

- Attend the current version of the class
- Submit Proof of completing all steps to MCI@macromedia.com
- Contact mci@macromedia.com to discuss the results of the evaluations after your first teach

Developing ASP.Net Applications using Dreamweaver (ANAD)

Prerequisites

- Be a DWWD Certified Instructor
- Have successfully taught DWWD twice maintaining a 4.1 or higher rating.
- Have six months development experience with Dreamweaver and ASP or ASP.Net
- Pass the most recent Dreamweaver Developer exam
- Notify mci@macromedia.com of your intention to certify

Steps to become certified

- Attend the current version of the class
- Confirm all steps have been completed to finalize certification
- Contact MCI@macromedia.com to discuss the results of the evaluations after your first teach.

Flash Curriculum

Macromedia Flash MX 2004: Rich Media Design (FRMD)

Prerequisites

- Have at least 6 months training experience in a hands on technical environment
- Have at least 6 months development experience with Macromedia Flash (including current version)
- Complete the tools based Instructor Questionnaire and submit it to mci@macromedia.com for pre-certification review.
- Pass the Certified Macromedia Flash Designer exam or Macromedia Flash Developer exam.

Steps to become Certified

- Attend the current version of the class
- Pass a stand-up certification

Macromedia Flash MX 2004: Application Development (FLAD)

Prerequisites

- Must be a Macromedia Flash Certified Developer
- Must be FRMD Certified Instructor
- Must have taught FRMD twice and maintain a 4.1 overall rating in the Macromedia Course Evaluation system (including current version)

Steps to become certified

- Notify mci@macromedia.com of your intention to certify
- Attend the current version of the class
- Submit proof of completing all steps to MCI@macromedia.com

Macromedia Flash MX 2004: Advanced Application Development (FAAD)

Prerequisites

- Must be FLAD Certified Instructor
- Must be a Macromedia Flash Certified Developer
- Must have taught FLAD twice maintaining a 4.1 overall rating in the Macromedia Course Evaluation system.

Steps to become certified

- Notify mci@macromedia.com of your intention to certify
- Attend the current version of the class
- Submit Proof of completing all steps to MCI@macromedia.com

Macromedia Flash MX 2004: Application Development for Programmers (FPAD)

Prerequisites

- Must be a FLAD certified instructor and successfully taught FLAD twice maintaining a 4.1 overall rating in the Macromedia Course Evaluation System
- Must be a Flash MX 2004 Certified Developer

Steps to become certified

- Attend the current FPAD class
- Submit Proof of completing all steps to MCI@macromedia.com

Macromedia Flash MX 2004: Flash Video Development (FLAV)

Prerequisites

- Must be a FLAD certified instructor and successfully taught FLAD twice maintaining a 4.1 overall rating in the Macromedia Course Evaluation System
- Pass the Certified Flash MX 2004 Developer exam
- Must have knowledge of Flash Video and submit experience to MCI@macromedia.com

Steps to become certified

- Notify MCI@macromedia.com with your intention to certify
- Attend the current FLAV class
- Before being approved each candidate must read the following Flash Video Articles on Macromedia DevNet
 - http://www.macromedia.com/devnet/mx/flash/articles/flv_howto.html
 - http://www.macromedia.com/devnet/mx/flash/articles/video_primer.html
 - http://www.macromedia.com/devnet/mx/flash/articles/flv_encoding.html
- Submit Proof of completing all steps to MCI@macromedia.com

RoboHelp/ Captivate Curriculum

RoboHelp X5 (MMRH)

Prerequisites

- Have at least 6 months training experience in a hands on technical environment
- Have at least 6 months development experience with RoboHelp (including the current version)
- Complete the RoboHelp-based Instructor Questionnaire and submit it to mci@macromedia.com for pre-certification review.
- Pass the current version of the RoboHelp Exam Posted on Instructor Central and submit to MCI@macromedia.com for review. (Exam is available to MATP Administrators only.)

Steps to become certified

- Attend the current version of the course
- Pass a stand-up certification

Using Macromedia Captivate 1.0 (MMCP 100)

Prerequisites

- Have at least 6 months training experience in a hands on technical environment
- Have at least 6 months development experience with Captivate (including Robo Demo and Captivate)
- Complete the RoboHelp/ Captivate -based Instructor Questionnaire and submit it to mci@macromedia.com for pre-certification review.
- Pass the current version of the Captivate Exam Posted on Instructor Central and submit to MCI@macromedia.com for review. (Exam is available to MATP Administrators only.)

Steps to become certified

- Attend the current version of the course
- Pass a stand-up certification

Flex Curriculum

Developing Rich Internet Applications with Macromedia Flex 150 (DRIA FX)

Prerequisites

- Have at least 6 months training experience in a hands on technical environment
- Have at least 6 months development experience with Macromedia Flex (including the current version)
- Complete the Flex-based Instructor Questionnaire and submit it to MCI@macromedia.com for pre-certification review.
- Have extensive OO programming experience and submit proof of OO programming experience to MCI@macromedia.com for review

Steps to become certified

- Notify MCI@macromedia.com with your intention to certify
- Attend the current DRIA FX class
- Create Flex app and submit to MCI@macromedia.com for review
- Pass a Stand-up certification

Macromedia Flex for Web Application Developers 150 (FXWA)

Prerequisites

- Must be a ACFD certified instructor and successfully taught ACFD twice maintaining a 4.1 overall rating in the Macromedia Course Evaluation System
- Submit programming experience to MCI@macromedia.com for review
- Create Flex app and submit to MCI@macromedia.com for review

Steps to become certified

- Notify MCI@macromedia.com with your intention to certify
- Attend the current DRIA FX class
- Pass a Stand-up certification

Fireworks Curriculum

Fast Track to Fireworks (FTFW)

Prerequisites

- Have at least 6 months training experience in a hands on technical environment
- Have at least 6 months development experience with Fireworks (including current version)
- Complete the tools based Instructor Questionnaire and submit it to mci@macromedia.com for pre-certification review

Steps to become Certified

- Attend the current version of the class
- Confirm all steps have been completed to finalize certification
- Contact mci@macromedia.com to discuss the results of the evaluations after your first teach

Director Curriculum

Director Fundamentals (DIF)

- Instructor Questionnaire Review
- Certification requirements to be determined. We reserve the right, with the release of new courseware, to require a stand-up certification.

Director Advanced (DIA)

- Certification requirements to be determined. We reserve the right, with the release of new courseware, to require a stand-up certification.

Authorware Curriculum

Fast Track to Authorware

- (AWF) Instructor Questionnaire Review
- Certification requirements to be determined. We reserve the right, with the release of new courseware, to require a stand-up certification.

Authorware Advanced (AWA)

- Certification requirements to be determined. We reserve the right, with the release of new courseware, to require a stand-up certification.

Freehand Curriculum

FreeHand (FHF)

- Instructor Questionnaire Review
- Certification requirements to be determined. We reserve the right, with the release of new courseware, to require a stand-up certification.

Curriculum Summary

This chart summarizes the Instructor Certification path for the Macromedia Curricula.

Course	*Stand-up	Prior Teaches with 4.1 ratings	Industry Certification
FTCF	X		Certified ColdFusion MX 7 Developer
ACFD		2-FTCF	Certified ColdFusion MX 7 Developer
DWWD	X		Certified Dreamweaver MX 2004 Developer
DWDA		2 DWWD	Certified Dreamweaver MX 2004 Developer
ANAD		2 DWWD	Certified Dreamweaver MX 2004 Developer
FRMD	X		Certified Macromedia Flash MX 2004 Designer - or - Macromedia Flash MX 2004 Developer
FLAD	X	2-FRMD OR stand-up	Certified Macromedia Flash MX 2004 Developer
FAAD	X	2 – FLAD	Certified Macromedia Flash MX 2004 Developer
FPAD	X	2- FLAD	Macromedia Flash MX 2004 Certified Developer
FLAV	X	2-FLAD	Macromedia Flash MX 2004 Certified
MMRH	X		RoboHelp exam on Instructor Central
MMCP	X		Captivate exam on Instructor Central
DRIA FX	X		See Details above
FXWA	X	2- ACFD OR DRIA FX	See Details above

*As alternatives to stand-up certifications, you can also send in a videotape of your certification for review or obtain CompTIA's Certified Technical Trainer (CTT) certification.

The following courses require an Instructor Questionnaire Review only (subject to change when curriculum is revised)

- Authorware
- Director
- Freehand

Evaluation Data

This section of the document outlines how Macromedia uses and reacts to evaluation data by students in the online course evaluation system at the end of every class.

- Each instructor is required to create a class within Instructor Central for each class they teach. All students must be encouraged (though not required) to evaluate the class using the evaluation system. Macromedia will use this evaluation data in the following ways:
- We require instructors to maintain a 4.1 overall rating in the online course evaluation system; the overall rating includes course book rating, lab rating, and instructor rating.
- We require instructors to obtain a 4.1 overall rating for a set of classes in order to move to the next level of courseware or to teach for a new MATP (i.e., advanced courseware in the curriculum)
- In the event of poor evaluations, we study the entire class, as well as groups of related classes to discover trends and weaknesses. (We do not necessarily consider a single student, or even a few students', poor evaluations as indication of an overall problem with instruction.) We contact instructors in the event of identified patterns in order to resolve any issues that may be arising in the classroom.
- In the event of catastrophic evaluations, we would contact the instructor and suspend their teaching certification in order to identify and fix problems before resuming classroom instruction.
- In certain circumstances, it may be required that an instructor perform additional tasks in order to maintain their certification credentials. This could include but would not be limited to attending a training skills course, providing an application to demonstrate technical understanding, or perform a team teach with a seasoned instructor to provide tips and feedback on instruction.

Master Instructor Program

This section of the document outlines alternatives to stand-up certification resources outside of Macromedia employees on both a regional and within a partnership level.

Macromedia Regional Master Instructor Program (RMI)

Macromedia has a system of Regional Master Instructors available to perform stand-up certifications in many regions. These certified instructors are hand-selected by Macromedia for their outstanding training skills, in-depth technical knowledge, and geographical location. When you contact Macromedia about scheduling a certification, you will be given options for your region.

Macromedia is in the process of identifying additional Master Instructors for each region for each curriculum. Master Instructors are currently available for:

- Australia, Sydney
- Brazil
- Canada
- Hong Kong
- Italy
- Japan
- Netherlands
- Portugal
- Singapore
- United Kingdom
- United States (various locations – CO , DC, IL, NY, OR, WA)

Note: Updated information can be obtained upon request by emailing MCI@macromedia.com.

Macromedia Partner Master Instructor Program (PMI)

The goals of the Partner Master Instructor Program are to enable our partners with many instructors to cut the costs for instructor certification through a detailed plan of self-certification, with a trade-off of an expanded time commitment. An MATP may have one Certified Partner Master Instructor, or one for each curriculum. The PMI will be able to put their instructors through a rigorous program for instructor certification with the appropriate communication and approval by Macromedia. This section outlines how to become a PMI, and how to process and certify instructors within the partnership.

PMI Curriculum Designations

A partner instructor may become a PMI in one or more of the following curriculum paths:

- ColdFusion
- Dreamweaver/Fireworks
- Flash
- RoboHelp
- RoboDemo

If a PMI is not proficient in one of these areas, they may team up with a subject matter expert within their organization to conduct stand-up certifications. For instance, if a PMI is a ColdFusion expert but does not know Flash to a sufficient depth, they may still conduct certifications for the Flash curriculum as long as they are teamed up with a Flash SME during the certification. Please refer to each curriculum section for details on which courses are covered in these paths.

PMI Requirements

In order to become a Partner Master Instructor, you must have met the following requirements:

- Certified Technical Trainer certification: Each PMI candidate must first be CTT+ certified with proof surrendered to Macromedia when applying. CTT+ certification is available through CompTIA. See <http://www.comptia.org/certification/ctt/> for additional details.
- Certified for each course in the curriculum and have taught the advanced course in that curriculum at least three times.
- Maintain an overall rating of at least 4.1 for the advanced course in the curriculum (in the Macromedia Online Course Evaluation System).
- Apply to be a PMI and be approved by Macromedia.

Conducting PMI Certifications

Once a PMI has been identified and approved by Macromedia, they may conduct their own instructor certifications for instructor candidates who are employed by the partnership. The process for conducting instructor certifications is outlined in the PMI document. Please contact MCI@macromedia.com if you are interested in further information.

Frequently Used Terms

This is a list of terms used in the Instructor Certification documentation.

Instructor Profile: The recommended level experience for candidates seeking instructor certification. Candidates should meet experience requirements in technical and training areas. The Instructor Profiles are listed as a part of the Instructor Questionnaire.

Instructor Questionnaire (IQ): A questionnaire each candidate needs to fill out and submit to MCI@macromedia.com to begin the Instructor Certification process.

Certification Path: The steps needed to become a Macromedia Certified Instructor. Every step must be completed successfully to complete the instructor certification process.

Pre-Certification Review: Evaluation of a candidate based on the information provided in the Instructor Questionnaire. Each candidate is evaluated on the following skills to determine their readiness to move forward for in the instructor certification process:

- Experience with the software he/she intends to teach

- Training experience
- Web development experience (HTML, CSS, JavaScript, DHTML)
- Development/ design experience
- Database experience
- Recommendations will be made for next steps to each candidate based on their Instructor Questionnaire.

Prep Guide: The document that outlines the necessary steps in the instructor certification process. Also referred to as the preparation document. This document is available through Instructor Central under the courses tab / course title.

Certification Test: A professional exam (online or at a testing center) required as a step in the instructor certification process.

Instructor Central (IC): The area on the Macromedia website that is a repository for information for Macromedia Certified Instructors (MCI) and instructor candidates.

Stand –up Certification: The term used to describe the final step in the Instructor Certification process. An instructor candidate Delivers (presents) a unit(s) of a course to a review team. Stand-up certifications will be conducted most commonly in a boot camp setting. They may also be done on an individual basis at an additional cost.

Review Team: The individual or group of individuals managing the stand-up certifications. The review team may be one or more members of Macromedia's Instructor Readiness team or a Master Instructor.

Boot camp: A scheduled day for stand-up certifications. Multiple candidates take a turn at presenting part of the course material to a review team to finalize their instructor certifications. This is done as a full day event and all candidates are required to attend for the full day.

Course Evaluation System: An online evaluation form. Each student must complete an evaluation of the course at the end of a Macromedia Authorized Training class. The evaluation form is made up of three parts: the course book, the exercises, and the instructor. Macromedia requires each certified instructor maintain a 4.1 overall rating in the Course Evaluation System. Also called Student evaluation system.

Overall Rating: The score (rating) an instructor earns at the end of a training class. Overall refers to the whole- containing the score for course book, student exercises, and instructor portion of the evaluation form. We believe the instructor should add value to the course materials and compensate for any deficiencies in the course materials.

Appendix I: MATP Program Business Plan

If you are approved to move forward in the MATP application process, you may be required to submit a business plan detailing your training business.

Please note that submitting a business plan does not necessarily mean you will be approved. We evaluate each business plan for quality and ensure all companies meet our requirements.

Below is a Business Plan template that will guide you to the type of information we are requesting. This is a template, so please include any additional information about your business that you feel is of value.

Section 1: Organization

Describe your overall business history.

Describe your training business.

Describe other services that your organization provides.

Describe your reason for applying to join the MATP program.

How long has your company been delivering Macromedia training?

What are your long-range training business goals?

What differentiates your company from the competition?

What are the company strengths and opportunities?

Section II: Instructors and Company Staff

How many full-time instructors do you have teaching Macromedia courses?

How many contract/freelance instructors do you have teaching Macromedia courses?

What are the credentials each instructor hold?

How many employees do have for class registration?

How many employees are dedicated to inside/outside sales?

How many employees are dedicated to marketing?

Attach an organizational chart.

Section III: Revenue

What was the actual training revenue from the previous calendar year for this location?

What was the actual Macromedia training revenue from the previous calendar year for this location?

What is your projected revenue for training for this calendar year?

What is your projected revenue for Macromedia training for this calendar year?

Section IV: Promotion and Marketing

Please include your training sales plan.

Describe your current training marketing plan, strategies, and activities.

How much money is allocated for each marketing initiative?

How successful is each marketing initiative?

Provide details of how you will promote and market MATP training and certification.
What percentage of your revenue will you dedicate to marketing your MATP business?
What is your course pricing strategy?

Section V: Market Analysis

Outline of Macromedia training market in the area of this location.
Description of target market, plus list of current and potential customer groups.
Describe the market research you have done to define this market for your business.
Identify the competition. Describe relative strengths and weaknesses.
What new markets are you targeting?

Section VI: Customers

Describe your customer base? (Government, Professional, Industry)
How many students in the past calendar year have you trained on Macromedia software?
How many students do you project to train in the current calendar year on Macromedia software?
How do you ensure the satisfaction of your customers?
What are your quality-assurance policies?

Section VII: Online Training

Is your company planning to deliver, or is currently delivering, online training?
How many students do you teach online per month?
How does your online training complement your instructor led training?

Section VIII: Supporting Documents

Articles, Clippings, Company Literature, Promotional and Advertising Sampl