

Apple Certified Trainer Program Guide



An Apple Certified Trainer is an individual who has:

- a strong understanding of and experience using Apple technologies and applications
- at least one year of hands-on, leader-led training experience
- exemplary presentation skills
- met Apple's trainer quality standards

This Program Guide details the information you need to become an Apple Certified Trainer.

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Frequently Asked Questions Overview

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 and developers.

Certified Trainers will deliver Apple-developed curriculum in Apple classrooms, at Apple Authorized Training Centers, or at an Apple customer site as defined by Worldwide Customer Training.

The Apple Certified Trainer program is presently available in the United States and Canada. If you would like to become an Apple Certified Trainer in countries other than the United States and Canada, please email trainer@apple.com.

Apple Certified Trainer Benefits

As an Apple Certified Trainer, you will enjoy a number of special benefits:

- *Ability to teach Apple training courses*—Once you are certified to teach an Apple training course, you can teach that course in an Apple Training Facility, which includes Apple classrooms, Apple Authorized Training Centers, or onsite at an Apple Customer location, subject to the terms and conditions of the agreement.
- *Access to trainer and student materials developed by Apple*—Each Apple training course comes with trainer materials and a comprehensive student guide. The trainer materials give you step-by-step directions for delivering the course you are certified to teach. The student guide provides the students with clearly stated objectives for each module, 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.
- *Tuition discount*—After becoming an Apple Certified Trainer, you can attend additional Apple Training courses at 50 percent off the tuition price.
- *Discount on certification exams*—When you attend the course(s) you want to teach, you receive a coupon that entitles you to 50 percent off the price of the associated certification exam. Exams are administered at Prometric Testing Centers.

Benefits are subject to change without notice.

Apple Certified Trainer Requirements

To become an Apple Certified Trainer, you must:

- submit a completed Apple Certified Trainer application and the application fee
- attend the Apple Training course you want to become certified to deliver
- pass the associated certification exam at the Instructor Level Score (for technical training courses only)
- meet Apple's quality standards by demonstrating your ability to deliver the Apple Training course at a train-the-trainer (T3) session
- have technical expertise in and hands-on experience with Apple technologies and applications
- sign the Apple Certified Trainer Agreement, if applicable



Steps to becoming an Apple Certified Trainer

Complete the Apple Certified Trainer application

The first step to becoming an Apple Certified Trainer is to complete the application and mail it to Apple:

Apple Computer
Attn: ACT Program Manager
1 Infinite Loop, M/S 38-3CT
Cupertino, CA 95014

Incomplete applications will not be processed, so please verify that you have included all required documentation and fees.

The purpose of the application is to determine your eligibility to become an Apple Certified Trainer. The application includes a section that authorizes Apple to run a background check. All Apple Certified Trainer candidates are held to Apple's high standards and must agree to a background check before they can be certified to teach for Apple. PrO Unlimited will contact you to begin this process. A speedy response from you will shorten the time involved in processing. Processing can take two to four weeks or longer depending on your response time.

Along with the application, you must submit a nonrefundable US\$250 application fee. Access the Apple Training page on the Online Store for Business (store.apple.com) and submit the application fee. If you are currently an Apple Certified Trainer and want to be certified to teach additional Apple courses, you do not need to submit additional applications and fees. All Apple Certified Trainers will submit applications and fees on a calendar year basis.

Attend the course for which you are seeking certification

Attending the course that you plan to teach 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, see <http://train.apple.com>.

Take and pass the certification exam at a Prometric Testing Center

This step applies to technical training courses only. Each technical training course has a corresponding exam which is administered by Prometric, 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.

Be sure to keep your score report. All Apple Certified Trainers must pass the associated certification exam at an Instructor Level Score. To verify the Instructor Level Score for an exam, please email trainer@apple.com. You must fax a copy of the report to 408-974-2176 as part of the requirements to teach the course.

Apple Certified Trainer candidates are responsible for the Prometric test fee of US\$150. However, when you attend the course you want to teach, you will



receive a coupon that will entitle you to a 50 percent discount on the certification exam at any Prometric Testing Center. (Certification exams are available for technical training courses only.)

You are required to have an Apple Tech ID number before registering for an exam. You can apply for a Tech ID by following the instructions at <http://certifications.apple.com>. Then, to register for an exam, call Prometric toll-free at 888-APL-EXAM (888-275-3926) or register online at <http://2test.com>.

Demonstrate your knowledge and instructional presentation skills

After Apple reviews your application, confirms your eligibility for the program and verifies that you have attended the course you are seeking certification to teach, you must demonstrate your subject matter expertise and instructional presentation skills. Depending on the course(s) you are seeking certification to teach, you will be invited to either participate in a conference call or train-the-trainer session lead by an Apple Training Mentor.

User Training

To become certified to deliver Apple user training courses, you must

- Become an Apple Certified Trainer at the ACHDS level.
 - Provide Apple Customer Training with samples of any user training- related curriculum you may have developed to determine conflict of interest.

Technical Training

To become certified to deliver Apple technical training courses, you must

- Attend the course you are seeking certification to teach.
- Take the associated certification exam and pass the exam at the Instructor Level Score.
- Participate in a T3 session. A fee of US\$750 applies to three-day T3 sessions, a fee of US\$875 applies to four-day T3 sessions and a fee of US\$1000 applies to five-day T3 sessions. At the T3 session:
 - 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.

Please note when attending a T3 session, you are responsible for the T3 fees and personal expenses, such as travel, meals, and lodging. Fees must be submitted before attending the T3 session. Allow two to three weeks for Apple Training to review your T3 evaluation and provide feedback.

Training Preparation

Some of the ways you can prepare yourself technically for teaching a course include:

- *Attend a course on a related topic*—Attend a course with content that complements or provides deeper technical information to enrich your technical knowledge.
- *Keep current with the information available to you through the Apple Developer Connection (ADC)*—ADC provides daily web updates, weekly email broadcasts, and a monthly CD with critical technical documentation, reference materials, system software, relevant



worldwide news, and more. To learn more about the ADC program, visit <http://developer.apple.com/membership>.

- *Consult with people who are using the product*—Observe how other people use the product and discuss their approach with them.
- *Use the product yourself*—Work with the product so that you become extremely familiar with its features and capabilities.

Some of the ways you can polish your training and presentation skills prior to teaching a course include:

- *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.

Sign the Apple Certified Trainer Agreement, if applicable

When you have satisfied all the requirements of the program, and if Apple determines that there is a fit between your skills and our training needs, we may offer you an opportunity to deliver training courses on behalf of Apple or for an Apple Authorized Training Center, if you are an employee of that center.

The Apple Certified Trainer Agreement sets out the terms that govern the relationship between an Apple Certified Trainer and Apple. This agreement is not necessary for and may not be extended to an Apple Certified Trainer who is an Apple Authorized Training Center employee and plans to only train for that center. Included in the agreement is a Statement of Work that indicates, in part, the fees to be paid for each class taught and the maximum number of days that you may teach during a fixed period.

Apple Training Courses

Apple Training offers a variety of training courses for general Mac users, technical coordinators, system administrators, programmers, and developers. Be sure to check <http://train.apple.com> for the most complete, up-to-date listing of our courses and schedules.

Teaching an Apple Training Course

Once you have satisfied all the requirements, become an Apple Certified Trainer, and signed the Apple Certified Trainer agreement, you may teach the course for which you have become 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>.

All Apple Certified Trainers must comply with the program's policies and practices, which are provided with the agreement.



Frequently Asked Questions

Q. **How do I become an Apple Certified Trainer?**

A. To become an Apple Certified Trainer, you must

- submit a completed Apple Certified Trainer application and the processing fee
- attend the Apple Training course you want to become certified to deliver
- pass the associated certification exam at the Instructor Level Score (for technical training courses only)
- meet Apple's quality standards by demonstrating your ability to deliver the Apple Training course at a T3 session
- have technical expertise in and hands-on experience with Apple technologies and applications
- sign the Apple Certified Trainer Agreement

Q. **How long does it take to become an Apple Certified Trainer?**

A. The time it takes to become an Apple Certified Trainer will vary, depending on factors such as:

- submitting the application and processing fee
- responding to ProUnlimited's request for information & background check
- availability and attendance of the course you are seeking certification to teach
- passing the certification exam at the Instructor Level Score
- availability of T3 sessions
- your knowledge of Apple products and technologies
- your experience in training

Q. **What fees and expenses are associated with the program?**

A. Applicants pay a nonrefundable US\$250 processing fee when they submit the application. Applicants also pay tuition fees for each course they attend, exam fees, T3 fees, and all personal expenses—such as travel, meals, and lodging—incurred during the assessment periods.

Q. **Do I need to take a test to become an Apple Certified Trainer?**

A. If you are seeking certification to teach a Mac OS X technical training course, you must take and pass the corresponding course exam at the Instructor Level Score. Exams are offered at Prometric Testing Centers throughout the United States, Canada, and select countries in Europe and Asia Pacific.

Q. **How much does the exam cost?**

A. Each exam costs US\$150. When you attend the Mac OS X course you want to teach, you will receive a coupon that entitles you to 50 percent off the price of the exam. This fee must be paid to Prometric when you register for an examination and is subject to Prometric's payment and refund policy.

You are required to have an Apple Tech ID number before registering for an exam. You can apply for a Tech ID by following the instructions at

certifications.apple.com. Then, to register for an exam, call Prometric toll-free at 1-888-APL-EXAM (888-275-3926) or register online at 2test.com.

Q. What is the format of the exams? How long do they take?

A. Exams are 90 to 120 minutes in length depending on the exam. Each exam contains between 50 and 120 multiple-choice items. Some of the items are scenario based; that is, 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.

Q. If I am accepted to the program, what am I certified to do?

A. As an Apple Certified Trainer, you can teach the specific Apple course(s) that you have been certified to teach to customers defined by Apple or an Apple Authorized Training Center. If you are extended an agreement, you can teach the course(s) for Apple either at an Apple Market Center or onsite at a customer location.

Q. Where can I find a schedule of classes?

A. The class schedule, which is posted approximately 90 days in advance, is available at <http://train.apple.com>.

Q. How do I register for a class?

A. To register for a class, call 800-848-6398 or register online at <http://train.apple.com/cgi-bin/WebObjects/Registration.woa/wa/searchPage>.

Q. Does Apple offer any discounts on training courses?

A. After becoming an Apple Certified Trainer you are entitled to a 50 percent discount off the tuition price for additional Apple Training courses you wish to become certified to deliver.

Q. How are trainers evaluated?

A. For user and technical training courses, new trainers are first evaluated during a T3 session. In the T3, you must demonstrate sufficient technical knowledge and instructional presentation skills to competently teach the course before you receive certification to deliver the course.

As a means of ongoing evaluation, students are given an evaluation form at the end of each course and are asked to evaluate both the course content and the trainer's technical and instructional expertise. Apple will review the course evaluations.

Q. Once I am certified to teach a course, how long does that certification last?

A. Once you are certified to teach a course, you can teach that course until any one of these conditions exists:

- A major update to the curriculum, after which you may be required to demonstrate knowledge of the new technology.
- Poor evaluations on either your instructional abilities or your technical knowledge. If this occurs, you will 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.

Q. How will I be scheduled to teach a course?

A. If you are teaching directly for Apple, you will be scheduled via Clockwork, Apple's online training system regarding available classes and given the opportunity to accept or reject the class in question.

If you work for an Apple Authorized Training Center, the center will manage your teaching schedule.

Q. How often will I be scheduled to teach?

A. How often you teach will depend on a number of variables, such as the demand for the course you teach, your availability, your location, and the class location. The Statement of Work will indicate the maximum number of days that you may work in a given period. Apple Training does not guarantee that work will be assigned based on the trainer's available dates or maximum days that may be worked as noted in the Statement of Work.

Q. Is the Apple Certified Trainer program available in other countries?

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

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