Enhance your business and professional skills with training from AIIM — the industry authority.

- **SharePoint**
  Learn best practices for sharing and managing information on the SharePoint platform.
  
- **Capture**
  Learn technologies and best practices for scanning and capturing documents.
  
- **Enterprise Content Management (ECM)**
  Learn how to take control of your information assets.
  
- **Electronic Records Management (ERM)**
  Learn how to take control of your electronic records.
  
- **Business Process Management (BPM)**
  Learn how to improve your business processes.
  
- **Information Organization and Access (IOA)**
  Learn how to optimize findability and enterprise search.
  
- **Enterprise 2.0 (E2.0)**
  Learn how to use Web 2.0 technologies to improve collaboration and innovation across the enterprise.
  
- **Email Management (EMM)**
  Learn how to improve the control of corporate emails.

[www.aiim.org/training](http://www.aiim.org/training)
The training programs have been developed based on learning objectives and best practices defined by subject matter experts from the following companies:

- Accenture
- Albistur Consulting
- Barclays Capital
- Bill and Vieve Gore School of Business, Westminster College
- BP
- Chevron Phillips Chemical Company
- CIA
- Crown Partners
- Doculabs
- Fujitsu
- Gambro
- Gartner
- Gimmal Group
- GlaxoSmithKline
- Harris Corporation
- Hartman Communicatie
- Health First
- HP
- Hyland Software
- IBM
- Infosight Limited
- JPMorgan Chase
- Kodak
- Kofax
- Marion County Health Dept.
- Objective Corporation
- Ordina
- Ricoh
- Royal Mail Group
- Satyam
- Shell
- Sunoco
- The National Archives of United Kingdom
- The South Financial Group
- US Courts
- US Department of Treasury
- ZyLAB

“AIIM’s training programs are essential to anyone in Information Management. Without up to date training, systems and programs are set up — but may be at risk, in the long run, if developed by the under trained. The Information Management Industry as a whole is developing at the speed of light, so even someone like myself (a 23 year veteran) needs to refresh their training and stay on top of technology and advancement in trends to understand how to apply it. AIIM’s training programs provide this education.”

**TK Train, CRM, ECMp, MBA, Document Control Manager, Gambro**

“The AIIM ECM training course provides an extremely comprehensive platform related to the enterprise content management industry and the technologies that support and drive it. The materials are thorough, up-to-date and well presented. I would recommend the course to both vendors and customers of ECM solutions.”

**John Opdycke, Vice President of Marketing, Hyland Software**

“In today’s Web 2.0 world, companies are required to provide a set of user experiences that enable employees to work with corporate information the way they work with personal information—easy to use, easy to find and easy to interact with others. Now more than ever, comprehensive enterprise content management training that incorporates the use of Web 2.0 technologies is a must-have for companies. With its broad-based support and real-world approach, AIIM continues to be the gold standard for ECM training.”

**Whitney Tidmarsh, Chief Marketing Officer, Content Management and Archiving Division, EMC Corporation**

“Enterprise records management or content management projects are comprised of cross functional teams with various backgrounds and specialties. It is important to the success of such projects that interdisciplinary teams develop a common lexicon and understanding of key concepts as fast as possible to enable collaboration. AIIM’s educational curricula serve this need quickly and excellently.”

**Jayne Bellyk, RIM Program Manager, Chevron Phillips Chemical Company LP**
Learn best practices for sharing and managing information on the SharePoint platform.

- Enterprise strategies and technologies for managing content using SharePoint
- Business drivers and migration paths
- Technical, administrative, and productivity benefits from implementing SharePoint
- Elements requiring specific attention when implementing SharePoint sites
- High-level capabilities and benefits of complementary technologies
- Identification and communication of technical, legal, business and RM components that influence enterprise compliance

Learn how to take control of your information assets.

- Enterprise strategies and technologies for managing content
- Technologies and solutions for DM, Imaging, ERM, WCM, Workflow, and Collaboration
- Information governance structure and responsibilities
- Corporate instruments like taxonomies, metadata model, and security model
- Integration techniques and migration
- Implementation planning and execution according to the open methodology MIKE2

Learn how to take control of your electronic records.

- Electronic records management principles
- ERM business drivers
- Lifecycle of records, with focus on electronic records
- Retention schedule and disposition
- Electronic records storage
- Business and technology assessments
- Design records management processes
- Design records technology solutions
- Trans-jurisdictional records management issues
- Records management issues with E2.0 technologies

Learn how to optimize findability and enterprise search.

- Enterprise search
- Content inventory and classification
- Categorization and clustering
- Fact and entity extraction
- Taxonomy creation and management
- Information presentation
- Information governance

Learn how to use Web 2.0 technologies to improve collaboration and innovation across the enterprise.

- Evolution and definition of Enterprise 2.0 technologies
- Frameworks and concepts
- Worker model for Enterprise 2.0
- Risk and control vs collaboration and innovation
- Assessing organizational readiness
- Best practices for implementing Enterprise 2.0
- Governance

Learn how to improve your business processes.

- Process Mapping/Flowcharting
- Requirement gathering and analysis
- Process design and modeling
- Streamlining and re-engineering
- Application Integration
- Process monitoring and analysis
- Change Management

Learn how to improve the control of corporate emails.

- Email capture and retention
- Technologies for email management
- Email storage, archiving and backup
- Email classification
- Developing, implementing, and managing the email policy
- Governance
The SharePoint Certificate Program consists of a Practitioner track, a Specialist track, and a Master track.

The SharePoint Strategy onsite workshop is only available on request to organizations that need to brief executives or users about the expected benefits, steps and resources for implementing SharePoint.

The SharePoint Practitioner track covers concepts and technologies of SharePoint, and is available as an online or classroom training course leading to a Practitioner designation. It also incorporates the main elements from the SharePoint Strategy track, and we recommend that you start with this program or the 4 day Master track.

The SharePoint Specialist track covers global best practices for implementing SharePoint, and is available as an online or classroom training course leading to a Specialist designation. It builds on the Practitioner track, which is why we recommend you first take the Practitioner course.

The SharePoint Master track provides you with a thorough understanding of SharePoint, with the main elements from all of the above training tracks, in addition to case study exercises.

Why SharePoint?

The SharePoint Strategy Workshop
1-day executive awareness workshop

Learn:
- Enterprise strategies and technologies for managing content using SharePoint
- Selecting an appropriate technology to meet business needs
- The purpose and value of a content type and set of metadata fields
- Communicating the technical, legal, business and RM components that influence enterprise compliance
- Identification of strengths and weaknesses with integration to other content management platforms

Onsite Class Only

Implementing SharePoint

SharePoint Specialist
11 online modules or 2-day training class

Learn:
- The business and existing content/systems to identify capabilities and gaps
- What is records management and general principals, polices, schedules
- Content governance and enterprise information lifecycles
- To identify strengths and weaknesses with integration to other content management platforms
- Storage, volume, capacity and geography requirements
- The basics of interviewing and what elements of design need to be gathered at what stage
- The technical, administrative and productivity benefits from implementing SharePoint

Become an AIIM SharePoint Specialist (SharePoint) after passing the online exam
Onsite or Online Classes

SharePoint Master Preparation
Virtual training course

Available to students that currently hold both the AIIM SharePoint Practitioner and AIIM SharePoint Specialist designations.

Putting it all together

SharePoint Master
4-day training class

The SharePoint Master program comprises main elements from the Strategy workshop and Practitioner and Specialist programs in addition to a case study exercise.

Become an AIIM SharePoint Master (SharePoint) after passing the online exam and case study exercise.

What is SharePoint?

SharePoint Practitioner
13 online modules or 2-day training class

Learn:
- Business Drivers and Migration paths
- Elements that require specific attention used in implementing SharePoint sites
- How to select an appropriate technology to meet a business need
- Key high level capabilities and benefits of complementary technologies
- Content types, hierarchies and inheritance
- Search, findability and security
- Workflow and tools
- Farms, external Blobs and storage planning

Become an AIIM SharePoint Practitioner (SharePoint) after passing the online exam.
Onsite or Online Classes

Why SharePoint?

SharePoint

w w w . a i i m . o r g / t r a i n i n g

Course materials produced in partnership with Gimmal Group, Inc.
Why Capture?

Capture Strategy Workshop
1-day executive awareness workshop

Learn:
• Introduction to Capture
• Capture technology components and functionality
• Business benefits of Capture solutions
• Linking Capture solutions to business strategy and KPIs
• Value of taxonomies, metadata and security model
• Market trends and options
• Departmental vs enterprise; platforms vs solutions
• Overview of preferred approaches and best practices for implementing Capture solutions

Onsite Class Only

What is Capture?

Capture Practitioner
10 online modules or 2-day training class

Learn:
• Core and secondary capture technologies
• Scanner options and configuration settings
• Storage formats and compression
• Image quality enhancement
• Data extraction
• Potential impact of images on networks and ways to mitigate
• Printing and output options
• Indexing strategies
• Role of the database
• Electronic forms
• Retrieval methods
• Paper file conversion
• Microfilm and long-term preservation

Become an AIIM Capture Practitioner (CAPTUREp) after passing the online exam.

Onsite or Online Classes

Implementing Capture

Capture Specialist
10 online modules or 2-day training class

Learn:
• Sponsorship and an effective project structure
• Project team responsibilities
• Building a business case – cost/benefit analysis
• Risks
• Interviews
• Diagramming business processes
• Functional specification: storage volumes, retrieval, metadata, security
• Conceptual system design
• Implementation planning
• Pilots vs. prototypes
• Change management
• Testing
• Training and documentation
• Legal issues and compliance
• Integration with SharePoint
• Paper-intensive industries/applications

Become an AIIM Capture Specialist (CAPTUREs) after passing the online exam

Onsite or Online Classes

Putting it all together

Capture Master
4-day training class

The Capture Master program comprises main elements from the Strategy workshop and Practitioner and Specialist programs in addition to a case study exercise.

Become an AIIM Capture Master (CAPTUREm) after passing the online exam and case study exercise.

Capture Master Preparation
Virtual training course

Available to students that currently hold both the AIIM Capture Practitioner and AIIM Capture Specialist designations.

www.aiim.org/training
The Enterprise Content Management Certificate Program (ECM) consists of a Strategy track, a Practitioner track, a Specialist track, and a Master track.

The ECM Strategy onsite workshop is only available on request to organizations that need to brief executives or users about the expected benefits, steps and resources for implementing ECM.

The ECM Practitioner track covers concepts and technologies for ECM, and is available as an online or classroom training course leading to a Practitioner designation. It also incorporates the main elements from the ECM Strategy track, and we recommend that you start with this program or the 4 day Master track.

The ECM Specialist track covers global best practices for implementing ECM, and is available as an online or classroom training course leading to a Specialist designation. It builds on the Practitioner track, which is why we recommend you first take the Practitioner course.

The ECM Master track provides you with a thorough understanding of ECM, with the main elements from all of the above training tracks, in addition to case study exercises.

Course materials produced in partnership with Information Architected Inc.

www.aiim.org/training
The Electronic Records Management Certificate Program (ERM) consists of a Strategy track, a Practitioner track, a Specialist track, and a Master track.

The ERM Strategy onsite workshop is only available on request to organizations that need to brief executives or users about the expected benefits, steps and resources for implementing ERM.

The ERM Practitioner track covers concepts and technologies for ERM, and is available as an online or classroom training course leading to a Practitioner designation. It also incorporates the main elements from the ERM Strategy track, and we recommend that you start with this program or the 4 day Master track.

The ERM Specialist track covers global best practices for implementing ERM, and is available as an online or classroom training course leading to a Specialist designation. It builds on the Practitioner track, which is why we recommend you first take the Practitioner course.

The ERM Master track provides you with a thorough understanding of ERM, with the main elements from all of the above training tracks, in addition to case study exercises.

Why ERM?

ERM Strategy Workshop
1-day executive awareness workshop

Learn:
- ERM business drivers
- The need for ERM best practices
- The link between ERM and your current situation
- To demonstrate the impact of ERM on users
- To understand the concepts of ERM and its affect on information challenges
- To identify necessary resources and organizational responsibilities for implementing ERM
- To explore the implications of an ERM strategic decision
- To gain commitment for change

Onsite Class Only

Implementing ERM

ERM Specialist
11 online modules or 2-day training class

Learn:
- To manage an ERM program consisting of several coordinated projects
- To identify the stakeholders of an ERM program
- To develop a business case for ERM
- To identify business and system requirements for the ERM system
- To understand information governance
- To identify records management policies and procedures
- To design records management processes
- To design records management solutions
- To define and explain the project work products for ERM implementation
- To understand what is meant by benefits realization
- To understand discovery & disclosure activities
- To address trans-jurisdictional records management issues
- Understand records management issues with email, mobile communication devices and e2.0 technologies

Become an AIIM ERM Specialist (ERMs) after passing the online exam.

Onsite or Online Classes

What is ERM?

ERM Practitioner
12 online modules or 2-day training class

Learn:
- Records management terminology and principles
- Lifecycle of records, with focus on electronic records
- Sources of records and appropriate capture mechanisms
- Current metadata standards and guidelines
- Concepts of classification and different approaches depending on local business needs
- Search, retrieval and presentation
- Levels of access control and permissions
- Retention and disposition
- Records management technologies
- Need for ERM governance, staff and audits
- Electronic records storage
- Digital preservation techniques

Become an AIIM ERM Practitioner (ERMp) after passing the online exam.

Onsite or Online Classes

Putting it all together

ERM Master
4-day training class

The ERM Master program comprises main elements from the Strategy workshop and Practitioner and Specialist programs in addition to a case study exercise.

Become an AIIM ERM Master (ERMM) after passing the online exam and case study exercise.

ERM Master Preparation
Virtual training course

Available to students that currently hold both the ERM Practitioner and ERM Specialist designations.

Course materials produced in partnership with Access Sciences
The Business Process Management Certificate Program (BPM) consists of a Strategy track, a Practitioner track, a Specialist track, and a Master track.

The BPM Strategy onsite workshop is only available on request to organizations that need to brief executives or users about the expected benefits, steps and resources for implementing BPM.

The BPM Practitioner track covers concepts and technologies for BPM, and is available as an online or classroom training course leading to a Practitioner designation. It also incorporates the main elements from the BPM Strategy track, and we recommend that you start with this program or the 4 day Master track.

The BPM Specialist track covers global best practices for implementing BPM, and is available as an online or classroom training course leading to a Specialist designation. It builds on the Practitioner track, which is why we recommend you first take the Practitioner course.

The BPM Master track provides you with a thorough understanding of BPM, with the main elements from all of the above training tracks, in addition to case study exercises.

Why BPM?

BPM Strategy Workshop
1-day executive awareness workshop

Learn:
- BPM business drivers
- The need for BPM best practices
- The link between BPM and your current situation
- To demonstrate the impact of BPM on users
- To understand the concepts of BPM's affect on information challenges
- To identify necessary resources and organizational responsibilities for implementing BPM
- To explore the implications of a BPM strategic decision
- To gain commitment for change

Onsite Class Only

Implementing BPM

BPM Specialist
10 online modules or 2-day training class

Learn:
- Planning your project
- How to develop a business case for BPM
- To identify and establish stakeholders and project teams
- To gather requirements
- To analyze requirements
- Best practices for process design
- Understand clusters, parallel and sequential processing, natural order, check and reviews, decision making, simplification, and upstream and downstream
- Project advice, pitfalls and, best practices
- Management methodologies including TQM, BPR, Six Sigma, and Lean

Become an AIIM BPM Specialist (BPMs) after passing the online exam.

Onsite or Online Classes

BPM Practitioner
11 online modules or 2-day training class

Learn:
- Technologies and methodologies of BPM
- The Role of ECM in BPM
- Business analysis
- Process improvements
- Flowcharting
- Process modeling
- Business process improvement and reengineering
- Service oriented architecture (SOA)
- Six Sigma and continuous improvement
- BPM technologies
- Standards and protocols
- Collaboration

Become an AIIM BPM Practitioner (BPMp) after passing the online exam.

Onsite or Online Classes

Putting it all together

BPM Master
4-day training class

The BPM Master program comprises main elements from the Strategy workshop and Practitioner and Specialist programs in addition to a case study exercise.

Become an AIIM BPM Master (BPMm) after passing the online exam and case study exercise.

BPM Master Preparation
Virtual training course

Available to students that currently hold both the AIIM BPM Practitioner and AIIM BPM Specialist designations.
Why IOA?

IOA Strategy Workshop
1-day executive awareness workshop

Learn:
• IOA business drivers
• The need for IOA best practices
• The link between IOA and your current situation
• To demonstrate the impact of IOA on users
• To understand the concepts of IOA’s affect on information challenges
• To identify necessary resources and organizational responsibilities for implementing IOA
• To explore the implications of an IOA strategic decision
• To gain commitment for change

Onsite Class Only

Implementing IOA

IOA Specialist
10 online modules or 2-day training class

Learn:
• Planning your project
• How to develop a business case for IOA
• Defining the problem and planning the project
• Building the right team
• User analysis and scenarios
• Content inventory, aggregation, and analysis
• How to build a taxonomy
• How to create a metadata model
• Architecting standard-based content/data models
• Tagging and content organization models
• Optimizing information access tools
• Improving findability
• Governance
• Maintenance and management

Become an AIIM IOA Specialist (IOAs) after passing the online exam.

Onsite or Online Classes

What is IOA?

IOA Practitioner
10 online modules or 2-day training class

Learn:
• Technologies and methodologies of IOA
• Finding, inventorying, and analyzing content
• How to develop and maintain a taxonomy
• Developing and maintaining metadata
• Ontologies, topic maps, and semantic networks
• Content modeling
• Access techniques
• Content intelligence and text mining
• Advanced topics in findability
• Advanced search techniques
• Search interfaces
• Finding without search—content finding us

Become an AIIM IOA Practitioner (IOAp) after passing the online exam.

Onsite or Online Classes

Putting it all together

IOA Master
4-day training class

The IOA Master program comprises main elements from the Strategy workshop and Practitioner and Specialist programs in addition to a case study exercise.

Become an AIIM IOA Master (IOAm) after passing the online exam and case study exercise.

IOA Master Preparation
Virtual training course

Available to students that currently hold both the AIIM IOA Practitioner and AIIM IOA Specialist designations.
The Enterprise 2.0 Certificate Program (E2.0) consists of a Strategy track, a Practitioner track, a Specialist track, and a Master track.

The E2.0 Strategy onsite workshop is only available on request to organizations that need to brief executives or users about the expected benefits, steps and resources for implementing Enterprise 2.0.

The E2.0 Practitioner track covers concepts and technologies for Enterprise 2.0, and is available as an online or classroom training course leading to a Practitioner designation. It also incorporates the main elements from the E2.0 Strategy track, and we recommend that you start with this program or take the 4 day Master track.

The E2.0 Specialist track covers global best practices for implementing Enterprise 2.0 in addition to advanced topics, and is available as an online or classroom training course leading to a Specialist designation. It builds on the Practitioner track, which is why we recommend you first take the Practitioner course.

The E2.0 Master track provides you with a thorough understanding of Enterprise 2.0, with the main elements from all of the above training tracks, in addition to case study exercises.

Course materials produced in partnership with AIIM Market Intelligence division supported by renowned industry experts Andrew McAfee, David Weinberger, Stowe Boyd, Patti Anklam, and Eric Tsui.
The Email Management Certificate Program (EMM) consists of a Strategy track, a Practitioner track, a Specialist track, and a Master track.

The EMM Strategy onsite workshop is only available on request to organizations that need to brief executives or users about the expected benefits, steps and resources for implementing Email Management.

The EMM Practitioner track covers concepts and technologies for email management, and is available as an online or classroom training course leading to a Practitioner designation. It also incorporates the main elements from the EMM Strategy track, and we recommend that you start with this program or the 4 day Master track.

The EMM Specialist track covers global best practices for implementing email management in addition to advanced topics, and is available as an online or classroom training course leading to a Specialist designation. It builds on the Practitioner track, which is why we recommend you first take the Practitioner course.

The EMM Master track provides you with a thorough understanding of email management, with the main elements from all of the above training tracks, in addition to case study exercises.

Course materials produced in partnership with Access Sciences

Why EMM?

EMM Strategy Workshop
1-day executive awareness workshop

Learn:
• Business drivers for more effective email management
• Strategies for managing email
• The email policy
• Email procedures
• Implementing email policies and procedures
• Technology in support of email management
• Roles and responsibilities
• Auditing compliance and effectiveness

Onsite Class Only

Implementing EMM

EMM Specialist
10 online modules or 2-day training class

Learn:
• How to develop a business case for email management
• Defining the problem and planning the project
• Building the right project team
• Developing the email policy
• Identifying and gathering requirements for email management
• Implementing the solution
• Long-term preservation of messages, attachments, metadata
• Email and discovery
• Instant messaging
• Blogs, wikis, and RSS feeds as alternatives to email
• Web-based commercial email

Become an AIIM EMM Specialist (EMMs) after passing the online exam.

Onsite or Online Classes

What is EMM?

EMM Practitioner
10 online modules or 2-day training class

Learn:
• How email works
• What email management is
• Managing the inbox
• Email messaging applications and clients
• Remote and mobile email access
• Capturing and managing messages, attachments, and metadata
• Email classification including auto classification
• Effective email governance
• Email security
• Email management tools and technologies
• Email archival approaches
• Email and ECM

Become an AIIM EMM Practitioner (EMMp) after passing the online exam.

Onsite or Online Classes

Putting it all together

EMM Master
4-day training class

The EMM Master program comprises main elements from the Strategy workshop and Practitioner and Specialist programs in addition to case study exercises.

Become an AIIM EMM Master (EMMm) after passing the online exam and case study exercise.

EMM Master Preparation
Virtual training course

Available to students that currently hold both the AIIM EMM Practitioner and AIIM EMM Specialist designations.
What are the system requirements?

System Requirements: Microsoft Windows 98, NT, 2000, XP or Vista.

The basic PC requirements to view courses are: 350mhz Pentium-II, 64 MB RAM, 56k dial-up connection, Internet Explorer 5.0 or greater with javascript enabled and pop-ups disabled, soundcard with speakers and Flash 5, 6, or 7 player. Although most computers are equipped with these items, you may wish to check with your IT department to ensure that your computer is ready to go.

Please contact training@aiim.org if you experience any problems and our IT support will work with you to resolve your problem.

Other Questions?
Please contact AIIM to get an answer to your question. All emails are answered within 1 business day.

The Online Classroom

To meet the demands of students who have time and/or budget challenges, AIIM also offers its Certificate Training Programs online. Students are able to take the courses when and where it is most convenient to them. All of AIIM’s Certificate Training Programs are available online. You can register for any or all of these classes:

- SharePoint
- Enterprise Content Management
- Electronic Records Management
- Email Management
- Enterprise 2.0
- Information Organization and Access/Search
- Business Process Management
- Capture

Registration
You may register for the classes online at www.aiim.org/training. Once you have registered for an online class, you will have immediate access to the materials. When you log in, you will see the course in your “My Courses” folder (www.aiim.org/mycourses). Your access to these materials and the exam(s) will last six months from the date of registration and payment.

Online courses
Each online module is 60-90 minutes in length and combines audio and PowerPoint, delivered via your Web browser. You may start, pause or stop the module at any time to review materials at your own pace. You can also view a module multiple times to ensure mastery of content. Downloadable handout materials and additional links and resources accompany each course.

Exams
Each module for online students includes an exam covering the content presented, while classroom students have one large exam covering all relevant modules. Participants must successfully complete the assessment to earn the Certificate of Completion. All questions are covered within the course material.

It is important to take the exam only when you feel comfortable with the content to ensure a passing score. Each course enrollment allows 3 opportunities to take and pass the exam.

Certificate of Completion
Participants who successfully progress through all modules in a certificate track (with a grade of 70 percent or higher on the exams) will earn the highly regarded AIIM Practitioner and/or Specialist designations for that course. Students will also be awarded a Certificate of Completion.

Students who have achieved both Practitioner and Specialist designations in a given track are encouraged to become Masters. To achieve this designation, a student must take the appropriate Master Preparation Class and successfully complete a case study.

www.aiim.org/training
## Pricing

Pricing for the AIIM Certificate Program includes attendance (online or in-person) for one individual; a workbook (for classroom students), checklists and resource guide; and access to supporting web courses. AIIM Professional Members receive a special discount on all courses and program rates.

### Group Discounts

Groups of 10+ professionals from one organization may qualify for a group discount. Volume discounts and site licenses are available for companies, user groups, professional associations, or social clubs.

### Corporate Training

AIIM delivers private onsite training classes around the world upon request. For information about pricing, please email training@aiim.org or call us at +1 301.755.2614 or +44 1905.727600.

### Online

<table>
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<tr>
<th></th>
<th>AIIM Professional Members:</th>
<th>Non - AIIM Members:</th>
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<tr>
<td>1 course</td>
<td>$70</td>
<td>$80</td>
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<tr>
<td>Complete Practitioner Certificate package</td>
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<td>Complete Specialist Certificate package</td>
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### Classroom

<table>
<thead>
<tr>
<th></th>
<th>AIIM Professional Members:</th>
<th>Non - AIIM Members:</th>
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<tbody>
<tr>
<td>2 day Practitioner or Specialist classes</td>
<td>$1095</td>
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<tr>
<td>4 day Master class</td>
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<td>£1760</td>
</tr>
<tr>
<td>Master Preparation Workshop**</td>
<td>$1195</td>
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</tbody>
</table>

All prices are per attendee and charged in USD. * GBP and Euro based on the payment date’s exchange rate. ** Available for students that currently hold both Practitioner and Specialist designations within a program.
AIIM Essentials is a series of short online educational programs designed to provide you with an unbiased focus on specific topics relevant to today's changing technological and business landscape. The technology series delivers vendor neutral perspectives on technology tools and how and what to look for when evaluating solutions, while the business series addresses the many challenges of governance and management when applying these technologies to a business problem.

AIIM, in partnership with Industry Experts from around the world, have brought this series together for you. Each non-certificate program is approximately 4 – 6 hours in length spread across several modules, using a narrated eLearning format, making it easy to join a session and complete the program at your leisure, from anywhere at any time using your internet connection and browser.

Current offerings include:

- Fundamentals of Web Content Management Technologies
- Fundamentals of Digital Asset Management Technologies
- Fundamentals of Electronic Discovery
- Introduction to Web Analytics Technology
- Imaging and Recognition
- Fundamentals of Enterprise Portal Technology
- Fundamentals of a Successful Intranet
- MoReq2 Essentials
- Automating AP for the Mid-Sized Company
- PDF/A

The cost for AIIM's Essentials courses is USD $395 per program, and you have one full year of access to the materials.
How can I use AIIM training to educate my organization?

If your organization offers solutions or services for sharing and managing information...

AIIM often customizes the training courses for solution providers to include their methodologies and solutions as part of the curriculum. We have already done this for leading solution providers, and below are some examples of customized training:

1. Training courses for sales representatives and partners addressing how to identify prospects and demonstrate the value of your solution
2. Training courses for marketers and account managers about industry trends and opportunities
3. Training courses for consultants addressing how to analyze requirements, develop a business and technology blueprint, agree upon information architecture, create an roadmap, etc.

Please contact training@aiim.org to set up a call to discuss how you can use AIIM customized training to sell solutions and services.

If your organization needs to improve how you share and manage information...

AIIM can customize the training courses based on your objectives for the different staff involved in a project or program. Below are some examples of customized training:

1. Training courses for executives and stakeholders that demonstrate the value of the new initiative
2. Training courses for implementers and practitioners in best practices for implementing and maintaining the new environment
3. Training courses for end-users in policies and procedures for sharing and managing information

Please contact training@aiim.org to set up a call to discuss how you can use AIIM customized training to better share and manage information.
AIIM is the community that provides education, research, and best practices to help organizations find, control, and optimize their information.

For over 60 years, AIIM has been the leading non-profit organization focused on helping users to understand the challenges associated with managing documents, content, records, and business processes. Today, AIIM is international in scope, independent, implementation-focused, and, as the representative of the entire ECM industry — including users, suppliers, and the channel — acts as the industry’s intermediary.