

2 day ECM Practitioner Training Class Outline

Learn strategies, tools and technologies to capture, store, manage, preserve and deliver content

Introduction

The AIIM Enterprise Content Management (ECM) Certificate Program is designed from global best practices among our 65,000 associate and professional members. The training program covers the strategies, tools and technologies to capture, store, manage, preserve and deliver information in support of business processes. It provides you with a framework which enables the management of information assets across an organization, and it ties in relevant components and technologies. This could be Imaging, Electronic Document Management, Electronic Records Management, Workflow, Web Content Management, Document Centric Collaboration, or Enterprise Search technologies.

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. AIIM is international in scope, independent, implementation-focused, and, as the representative of the entire Enterprise Content Management industry - including users, suppliers, and the channel - acts as the industry's intermediary. AIIM training programs are available through Strategy Partners.

Newly Revised and Updated

AIIM keeps the ECM Certificate Program up to date based on changes in the industry with new content types, solutions, and best practices, but also incorporated comments made by the thousands of students that have taken the courses, online or in our classrooms. Students who have previously completed the ECM program should consider taking this newer version to enhance their skills and strengthen their learning from the previous course. In addition to updating their certificates and designations, attending the revised Practitioner program will bring benefit from the expanded focus on available solutions (e.g. SharePoint); new content types (e.g. wikis and blogs); taxonomies and folksonomies; new preferred approaches (platforms/solutions); and new best practices and standards (e.g. PDF/A and MoREQ2).

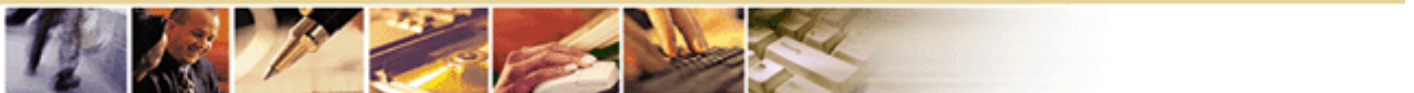
Course Description

The ECM Practitioner Training Class provides you with a good understanding of strategies, methods and tools for managing content. This includes technologies and global best practices for information architecture, scanning/imaging, metadata, taxonomies, content security, process management and automation, findability, delivery, and presentation.

Course Objectives:

Practitioner Component: (What is ECM?)

- Business benefits of ECM
- ECM technologies such as document management, imaging, records management, workflow, web content management and collaboration
- Preferred approaches, platforms vs. solutions, enterprise vs departmental
- Information architecture, interoperability, and integration
- Sources of information and appropriate capture and migration mechanisms
- Metadata and indexing
- Types of taxonomies and their value



- Ontologies and folksonomies
- Different levels of access control and security
- Process improvements and automation
- Search and retrieval technologies
- Different ways of delivering information and content to employees, partners and customers
- Existing and emerging trends such as Web 2.0, SaaS, and Open Source.

Course Designation

You will be awarded the AIIM ECM Practitioner (ECM^P) designation after passing the online exam. This is an AIIM standard for industry professionalism and knowledge. By earning this designation, you can call yourself an AIIM ECM Practitioner. You can use the associated logo and title on your business card, email signature, web page, etc. The exam is available via the internet – you have 6 months to pass the test after attending the training course. The designation is valid for 5 years.

Benefits of becoming an AIIM ECM Practitioner (ECM^P):

- Position yourself to be tomorrow's leader by enhancing your business and professional skills
- Learn global best practices for planning ECM
- Discover real world solutions and best practices for challenges you face
- Learn from experts in the field who are able to answer your questions, address your comments, and are willing to accept your feedback.

Who should attend ECM Practitioner Class?

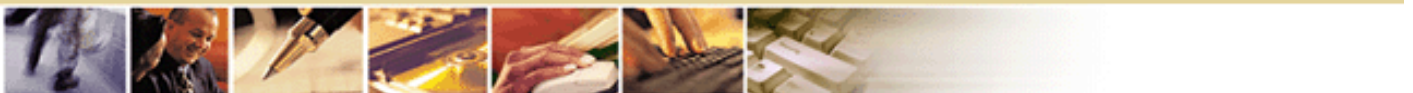
The ECM Practitioner Class provides a detailed coverage of Enterprise Content Management for people working in both the public and private sector. Through attendance in this program, students will be able to consolidate their current position and standing, as well as prepare for future career development in a more senior role in the management and development of an organization's information management strategy.

The ECM Practitioner Class is designed for Business Managers, IT Managers, Compliance Officers, Risk Managers, Records Management Professionals, as well as for solution integrators and providers, sales consultants, business consultants, project managers, and technical staff.

How will I learn at ECM Practitioner Class?

The courses follow a proven learning model with engaging, impactful and live workshops with participative and challenging exercises. The elements of this methodology are:

- **3 Domains:** development should engage participants at three levels – emotionally (feeling – the heart); logically (thinking – the head) and practically (doing – the hand)
- **Transferability:** students should always be able to see how the skills that they are developing can be used back at their workplace
- **Memory:** the design of the event and the activities within it should be memorable
- **Measures:** participants (and their organizations) should be able to measure the impact of the intervention
- **Reflective Dialogue:** activities are not effective unless there is a period of reflection built into a program, so that participants can reflect on their actions and plan how they would do things in future



Course Material

You will receive an ECM Workbook and access to supporting ECM online courses and exam. This is also accompanied by course notes, reference handouts, and an abbreviated glossary.

Course Agenda

Day 1, Practitioner

- Introduction to ECM
- Technologies and Functionality
- Information Architecture
- Capture
- Metadata
- Taxonomy
- Exercise : Creating a Taxonomy

Day 2, Practitioner

- Security and Control
- Process and Automation
- Findability
- Delivery and Presentation
- Trends and Directions
- Exercise: Redefining ECM
- Next Steps

Please note that this ECM Certificate Program is designed to give all participants an appreciation of global best practices of ECM. You should not expect to gain in-depth expertise in all aspect of ECM from this Program. If you need in-depth expertise you can refer to other services from Strategy Partners.

Customization

Strategy Partners provides the possibility to customize the training towards your specific company market, the products or services offered and to include company specific examples and cases.

Summary

Training:

- ECM Practitioner Class, 2-days, 9:00 AM – 5:00 PM with a maximum of 15 attendees
- Available as company specific customized training
- Includes access to supporting web modules
- Includes 3 opportunities to take and pass the AIIM ECM Practitioner web exam
- Includes Dutch or English language delivery and all training materials in English

Contact contact@strategy-partners.nl if you are interested in organizing an ECM Practitioner Class.

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