

2 day ECM Specialist Training Class Outline

Learn how to plan, design and implement Enterprise Content Management

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

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 prior course. In addition to updating their certificates and designations, attending the revised Specialist program will provide you with a practical approach for implementing ECM. You will also learn about MIKE2, which is an open methodology for enterprise information management.

Course Description

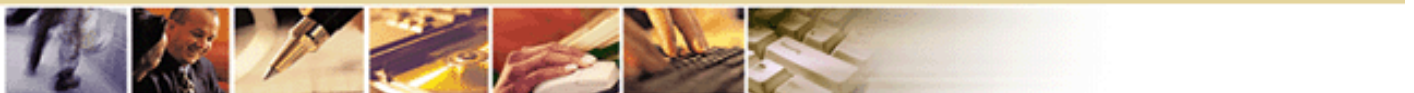
The ECM Specialist Training Class provides you with a good understanding of global best practices for implementing ECM. You learn a practical step-by-step approach for developing an ECM strategy, understanding and documenting your requirements, and planning and executing the implementation.

We recommend that all course attendees have a good understanding of ECM components and technologies before starting the ECM Specialist training program, or they first take the AIIM ECM Practitioner training program.

Course Objectives:

Specialist Course: (How to implement ECM?)

- How to link the ECM initiative to business strategy and KPIs
- How to develop an ECM program charter and business case
- How to plan the implementation of ECM according to the open methodology MIKE2
- How to identify and prioritize the business requirements for ECM
- How to develop and define the technology requirements for ECM
- How to meld the technology requirements with the business requirements to finalize the ECM blueprint



- How to build an ECM roadmap and prioritize projects based on the blueprint
- How to design a taxonomy, metadata, and security model
- How to identify new roles, responsibilities, and the organizational structure necessary to provide governance and management
- How to develop, test and train
- How to deploy, operate and close-out an ECM implementation
- Global best practices for change management

Course Designation

You will be awarded the AIIM ECM Specialist (ECM^S) 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 Specialist. 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 exam, and the designation is valid for 5 years.

Benefits of becoming ECM Specialist (ECM^S):

- Position yourself to be tomorrow's leader by enhancing your business and professional skills
- Learn global best practices for implementing 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 AIIM's ECM Specialist Class?

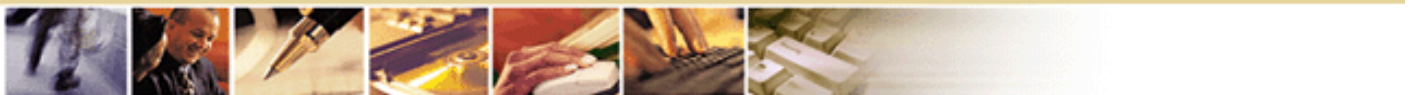
The ECM Specialist Class provides a detailed coverage of Enterprise Content Management for people working in both the public and private sector. Through attendance in this program, students will be able to consolidate their current position and standing, as well as prepare for future career development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

The ECM Specialist 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 AIIM's ECM Specialist 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, Specialist

- Introduction to MIKE2
- Business Assessment
- Business Strategy & Blueprint
- Technology Assessment
- Governance
- Roadmap
- Foundation Activities

Day 2, Specialist

- Design
- Develop, Test & Train
- Deploy, Operate & Close-Out
- Change Management
- 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.

Summary

Training:

- ECM Specialist Class, 2-days, 9:00 AM – 5:00 PM with a maximum of 15 attendees
- Includes access to supporting web modules
- Includes 3 opportunities to take and pass the AIIM ECM Specialist 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 Specialist Class.

All content is copyright AIIM./ Strategy Partners

