



Convio Authorized Training Partner Program Guide (v2008.1)

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Desired Qualifications

Required Skills

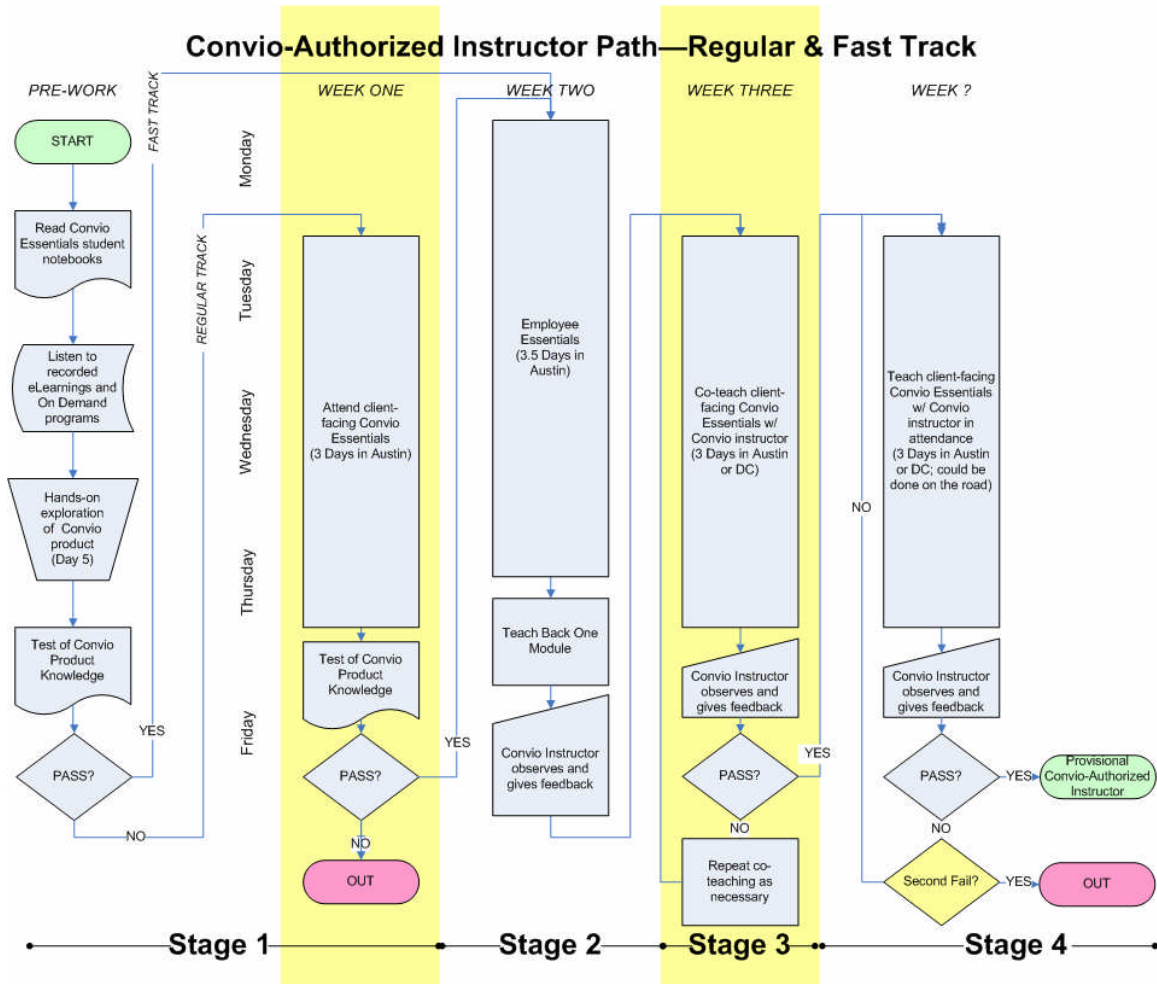
- College degree required
- Proven track record of successful delivery of software training
- Solid understanding of, and ability to clearly explain, internet technology, web design, HTML, and email
- Very strong customer service orientation
- Excellent presentation skills

Preferred Skills

- Experience training a mix of audiences with technology *and* seniority of position
- Experience in other software roles that touch the customer:
 - Support
 - Deployment
 - Sales
- Experience working with nonprofit clients
- Experience creating software training, with a strong emphasis on course development methodology and project planning

Program Description

The Authorized Training Partner Program is divided into four stages displayed in the following schematic, with detailed description of each stage below:



Authorization Stages

- Stage 1: Convio product knowledge**—This stage can take more or less than a week, depending on an individual’s current familiarity with the Convio eCRM product suite. Individuals are given access to the complete suite of product education materials (instructor slide decks and notes, student notebooks, recorded eLearnings, and self-study modules). There is a two-part product knowledge assessment given when the individual feels ready to take it. Part 1 is a timed, online multiple-choice and true/false exam; Part 2 is hands-on product task. Once an individual passes, they are able to go to Stage 2. If the individual does not pass the assessment after a period of self-study, they are given the opportunity to retake the assessment after attending the live, client-facing *Convio Essentials* course in either Austin or Washington, DC before. This course is taught in Austin the first and third weeks of every month, and in Washington, DC the second and



fourth weeks each month.

The assessment must be passed with a score of 65% or better before proceeding to successive stages.

- **Stage 2: Convio product proficiency**—In this stage the individual gains a deeper understanding of the Convio eCRM product suite through a more in-depth, internal-facing course called *Employee Essentials* taught at Convio headquarters in Austin the second week of each month.
- **Stage 3: Convio training sufficiency**—In this stage the individual begins instructor training on the Convio product, first through a module teach-back in Austin at the end of the *Employee Essentials* Convio Course, then as a co-instructor during a client-facing *Convio Essentials* at a Convio facility in a later week. This stage may be repeated if required by the Director of Convio Education.
- **Stage 4: Convio training authorization**—In this stage the individual demonstrates more training proficiency on the Convio product as solo instructor during a client-facing *Convio Essentials* in a later week. The individual is observed by a Convio instructor present in the classroom during the course, and is coached after each half-day of the course. This stage may be repeated if required by the Director of Convio Education.

Stage 4 training can be completed in Austin or Washington, DC, or at a training session arranged by the Training Partner. It is anticipated that this latter option would be a revenue-generating opportunity for the Training Partner. In the event of a required repetition, the Stage 4 training would need to be completed at a class at Convio facilities in Austin, and would not be a revenue-generating opportunity for the Training Partner.

Authorization Maintenance

At the successful completion of Stage 4 (as determined by the Convio instructor), the individual is *provisionally authorized* as a Convio eCRM instructor. Final authorization comes after two more observations by a Convio instructor within the next 12 months. After that point, instructors must be observed on an annual basis to retain their authorization, and instructors must maintain an average score of 2.5 or better on the instructor questions of the class evaluations. Convio reserves the right to retest an individual's product proficiency at any time.

Authorized instructors are also required to participate in a monthly conference call with other instructors, and are required to lead at least one conference call session per year in order to maintain their authorization.



Convio will provide Training Partner with access to all Transfer Of Information (TOI) sessions and upgrade training information for new products and releases, as well as new training materials.

Logistics

Subject to Training Partner's execution of a Partner Application Services Program Document, if so indicated on the Authorized Training Partner Program Document, Convio will provide the Training Partner with a Convio-powered site to be used in advertising and registering students for Training Partner-sponsored Convio Essentials Convio Courses and Advanced Workshops. Convio will waive its fee in linking to a merchant account, but the Training Partner is responsible for securing and paying for a merchant account in order to accept credit card payments for Convio Courses.

Twice a year, Convio will work with the Training Partner to create a six-month training schedule that reasonably meets the Training Partner's and Convio's revenue goals for the time period. Partners may opt not to participate in a given 6-month period, but doing so may jeopardize their status as an Authorized Training P in successive 6-month periods.

Convio will advertise Training Partner-sponsored Convio Courses on its own training web site and class calendar—the Convio Customer Center—and will provide links from its calendar events to actual Convio Course descriptions on the Training Partner web sites where students may register for the Convio Courses. Convio will also publicize the Training Partner-sponsored Convio Courses in its training newsletters.

If a Training Partner-sponsored Convio Course is undersubscribed (below the Enrollment Minimum set forth in the Training Program Document) 30 days before the Convio Course date, the Training Partner will make a determination whether to proceed with the Convio Course or not. In the event of Convio Course cancellation, the Training Partner assumes responsibility for notifying already enrolled students and for offering them either a refund or a rescheduling privilege. If the Training Partner decides to proceed with a Convio Course with less than minimum enrollment (see the table below for appropriate numbers), no royalty fee shall be paid to Convio for that Convio Course.

The following constitutes the recommended student cancellation policy. Convio recommends that Training Partner's cancellation policy be promulgated on Convio Course enrollment documentation and website:

“Convio Courses are usually full with a wait list, and training is a critical part of deployment. If you need to cancel or reschedule, please let us know as soon as possible by emailing _____ and copying your Convio Account Manager. You may cancel or reschedule with no penalty until 14 calendar days before your scheduled training. Cancellations after that period may result in a penalty charge. If you do not show up for a Convio Course for which you have registered, you forfeit your seat and will be billed full price for any future Convio Course session.”



Fees

Partner costs for the Convio Authorized Training Program are as set forth in the Convio Authorized Training Program Document.:

Partner Benefits

In addition to the benefits set forth elsewhere in this Program Guide, the Authorized Training Program offers the following benefits as part of the Program Fees:

- Per instructor during the initial year after adding the instructor, access to training materials and product information, attendance at *Employee Essentials* (and possibly *Convio Essentials*), Convio participation in the required Stage 4 co-teaching Convio Course and Convio observation in the two required Stage 4 solo teaching Convio Course site observations. Convio will provide these observers at Convio's sole cost and expense.
- Annual renewal for each instructor includes monthly webinars, continuing access to updated training materials and product information, and one site observation.
- For Convio Courses provided by Training Partner at Convio facilities, Convio will provide a computer-equipped classroom and projection equipment, as well as printed Training Materials. .

Convio reserves the right to have Convio employees or consultants attend Training Partner-sponsored *Convio Essentials* Convio Courses held at Convio facilities at no cost if seats are still available before the Convio Course begins.

Convio will have the right to have Convio employees or consultants attend Training Partner-sponsored Advanced Workshops at a discounted rate equal to the Convio Course fees minus the applicable Royalty.