



MASTER TRAINER MEMBERSHIP

If you have been teaching and training civility for a minimum of 5 years, you can apply for "Master" trainer status. Master trainer status benefits include:

- On-demand access to etiquette tips, sources, ICTC training webinars, resources and reference materials
- Ongoing contact with civility experts from around the world
- Mentoring from "Master Trainers" who have 10 years or more of civility training or a related area of expertise
- Opportunity to sit on the ICTC certification panel to advise new ICTC trainers
- Permission to use the ICTC logo and Accredited by ICTC "Master Trainer Status" detail on your website
- Your bio, logo, photo and link posted on the ICTC Master Trainer referral network
- Opportunity for world-wide referrals and networking
- Your products and services listed and sold through the ICTC webpage

***Minimum requirements for Master trainer status:**

- a) Completed application with \$75.00 Canadian non-refundable application fee, bio or resume, and photograph also required; after application is received, applicant will be required to interview- via webinar or telephone with the ICTC President Lew Bayer.
- b) Minimum 5 years experience as an etiquette trainer or significant experience in a related field.
- c) Listing of minimum 10 events or presentations and 5 references.
- d) Contribution of 100 etiquette/civility/culture questions to the ICTC exam bank

e) In lieu of annual membership fee, Master trainers are asked to submit samples of a minimum of two e-books, etiquette training tools, training kits, curriculum pieces, or other materials that they can offer to ICTC members - for sale through the ICTC webpage under the civility resources and materials listing and to offer these items at a reduced rate to ICTC members. (ICTC will retain 30% of the sale/applicant will retain all copyright to their intellectual property/applicant will be paid bi-annually for sales of their items through the ICTC site.

f) Willingness to participate (predominately by distance) in ICTC training. webinars, Train the Trainer events and/or mentoring sessions (minimum 10-12 hours over 12 months).

g) A monthly submission 200-500 words of manners tips, culture tips, or editorials.

There is a one-time \$75.00 non-refundable application fee for Master Trainer Membership. Once your payment is received, and your application is reviewed, you will be sent a login and password the ICTC online office and an interview with the President of ICTC, Lew Bayer, will be arranged for you.

MASTER TRAINER APPLICATION

Name _____

Phone _____

Email _____

Mailing address _____

Website _____

Books published _____

Years in business _____

Overview of activities the past 5 years _____

10 recent speaking or training events _____

5 references

*Please forward by U-Send-It www.YouSendIt.com or by other electronic means, a minimum of 2 samples of training tools, books or curriculum you have produced and own copyright for that you propose for inclusion on the ICTC recommended materials listing. Please suggest the price you would like to charge for each.

Items you are sending include:

Your suggested price: _____

Your suggested price: _____

What language would you provide these materials in? _____

Are you available to interview with ICTC President Lew Bayer, if so, please recommend a time of day that is most suitable for you. _____

Would you be willing to submit monthly articles or tips (segments must be 200-500 words) _____ YES _____ NO

Would you be available 10--12 hours over 12 months to join in ICTC webinars, to consult with and mentor ICTC trainees, and to provide consultations (or training if referred by ICTC) in any language other than English? If so, what language(s)?

Please recommend 3 good websites that would be helpful to civility trainers.

- 1.
- 2.
- 3.

Please recommend your top 3 favorite books for civility and related topic training:

- 1.
- 2.
- 3.

***When you send your sample materials for review, please also send the following:

- A recent jpeg business-oriented photo of yourself
- A short 150-200 word bio summarizing your experience and specialization (If you speak languages other than English, please submit your bio in both English and your other language of choice.

*Please go to www.paypal.com to send payment for the application fee of \$75.00 plus GST \$3.75 for a total of \$78.75 to lew@civilityexperts.com OR, visit the shopping cart at <http://stores.culturalcompetence.ca> to complete the membership application process.