



Become a Corporate Training Partner with Effective Training Associates, Inc. & IEEE Bay Area*

Join more that 100 Silicon Valley companies already participating at NO COST or OBLIGATION!

Corporate Training Partner (CTP) Benefits

1. All employees will receive the Corporate Training Partner **discount rate on all public courses** (see our examples on the back of this sheet and the public calendar on our [website](#)).
2. Corporate Training Partners will receive **extensive recognition and advertising** for supporting professional development programs for engineers & managers. Acknowledgment goes to over 20,000 engineers and managers.
3. All benefits accrue to Corporate Training Partners at **NO COST TO THE COMPANY**.

IEEE* & ETA provide:

- **Subject matter expert instructors** who receive the highest ratings.
- An **e-mail attachment of the monthly calendar** of the public courses and locations to the internal contact to forward to the appropriate technical professionals & managers.
- **Course registration** through phone, fax, e-mail or online.
- **Student invoicing**. Students can pay by check or credit card.
- **Catering** for morning and afternoon snacks and drinks.
- **Course announcements** in e-mail, PDF and HTML formats.
- **Monthly report** of who attended which courses along with student evaluations.

Corporate Training Partner Responsibilities

1. Corporate Training Partners agree to designate an **internal contact to receive the ETA public course calendar** each month. The internal contact will forward by e-mail the public course calendar to the appropriate organizations and cc: Registrar@effectivetraining.com.
2. The internal contact will **post and/or distribute the hard copy flyers** that IEEE/ETA mail out 2-4 times a year.
3. The internal contact will **post the public course calendar link to ETA's website**, on your company intranet, website, or education page when possible. RSS feed is available.

*“ There is no reason not to become a corporate training partner
... you get a great discount at no cost or obligation. ”*

*Bay Area Chapters of the Institute of
Electrical and Electronic Engineers (IEEE)

Examples of Public Courses eligible for Corporate Training Partner Discount

More courses are available on our [website](http://www.effectivetraining.com/calendar.php) (<http://www.effectivetraining.com/calendar.php>).

Title	Days
5 Habits of Intentional Leadership	2
Breakthrough Project Management	2
Clear Business, Technical, & E-Mail Writing	1
Collaborative Negotiating	1
Communication & Conflict Using MBTI	1
Finance for Non-Finance Professionals	½
Getting Things Done Across Organizational Borders	1
Influential Communication	1
Management Essentials	2
Managing Managers	2
Managing Time & Multiple Priorities	½
Preparing Powerful Presentations	1
Presentation Skills	1
Project Management: A Team Approach for Accountability & Results	2
Strategic Thinking	1
Transitioning from Individual Contributor to Manager	1
Virtual Teams: Working Together Apart	1



These companies already have!



AMD • Actel • Adept • Altera • Analog Devices • Anritsu Company • Aperto Networks • Applied Biosystems • Applied Signal Technology • Ariba • Arthrocare Corporation • AsteelFlash • Atmel • Avanex • Avid Technology • Avistar • Blue Coat Systems • Boston Scientific • Brocade Communications • California ISO • Carl Zeiss Meditec • Cisco Systems • Cognizant Technology Solutions • Command Security Corporation • Cupertino Electric • Cypress Semiconductor • Data Domain • Dionex • Ditech Networks • dpiX • eBay • eHealth • Echelon • Electroglas • Electronic Arts • EMC • Equinix • Ericsson/Redback Networks • Exar • Extreme Networks • Fairchild Semiconductor • Financial Engines • Flextronics • FormFactor • GE Security • Genentech • Google • Headway Technology • Hewlett-Packard • Hitachi GST • Hospira • IDT • Infineon • Infoblox • Informatica • Innovative Silicon • Intersil • Intuit • Intuitive Surgical • JDS Uniphase • Juniper Networks • Keynote Systems • KLA-Tencor • Lam Research • LifeScan • Lockheed Martin • LSI • MAP Pharmaceuticals • Magma Design Automation • Marvell Technology • Maxim • Maxygen • Mentor Graphics • Micrel • Micron • Monster Cable • National Semiconductor • NetApp • Netgear • Nokia • Novellus Systems • NVIDIA • Omnicell • OpenTV • Palm • PDF Solutions • Plantronics • Polycom • Power Integrations • Proteus Biomedical • Rainin Instrument • Renesas • Ricoh Innovations • Rovi • Sanmina SCI • Savi Technology • Seagate • ShotSpotter • Sony Electronics • Space Systems Loral • SST • St. Jude Medical • Stryker Endoscopy • Supertex • Sybase • Symantec • Synaptics • Synopsys • Texas Instruments • Thermo Fisher Scientific • TIBCO Software • TiVo • Trimble Navigation • URS Corporation • Varian Medical Systems • VeriSign • Vocera • Wind River Systems • Xilinx • XL Construction • Yahoo • Zoran

Corporate Training Partner Registration Form

To receive a discount for all your employees, at no cost, read the agreement, complete the contact information, sign, and **fax to (408) 441-8884** OR **complete PDF form** and **email to info@effectivetraining.com**
Questions? Call 408-441-8881.

Corporate Training Partner Agreement

We agree that we will effectively publicize each month the IEEE/ETA public course calendar to our employees as outlined above. In return, all our employees will receive the Corporate Training Partner discount on all public courses. There is no cost to our company for being an IEEE/ETA Corporate Training Partner. To effectively publicize means to inform the technical professionals and managers about the professional development opportunity in at least one of the following ways:

- Distribute internal e-mail (IEEE/ETA provides the text).
- Circulate/post fliers with full calendar & course details (IEEE/ETA provides fliers).
- Post on internal website or education page the ETA web pages/links provided by ETA.

Company _____

PRIMARY CONTACT

Name _____

Title _____

Address _____

City-State-Zip _____

Phone _____ Fax _____

E-mail _____

Signature _____
Company Representative Date

ALTERNATE CONTACT

Name _____

Title _____

Address _____

City-State-Zip _____

Phone _____ Fax _____

E-mail _____