PARTNER PROGRAMME GUIDE

Partnership Level Scheme

Requirements and benefits by partnership level

The Partnership Level Scheme groups Cognicert partners according to their level of business cooperation. It sets clear requirements for each level and links performance to defined benefits. Partners can use this guide to understand their current standing, the criteria for progression, and the benefits available at each level.

Authorized	Bronze	Silver	Gold	Diamond	Distributor

Progression depends on meeting the requirements shown on page 2.

Questions about partnership rewards

If a published reward has not been provided, contact partnership@cognicert.com.

QUALIFICATION CRITERIA

Partner Requirements

Annual thresholds and continuing obligations for each partnership level

Partnership level	Authorized	Bronze	Silver	Gold	Diamond	Distributor
Maintain an active Partnership Agreement	Yes	Yes	Yes	Yes	Yes	Yes
Comply with the Cognicert Code of Ethics, policies, guidelines, and procedures	Yes	Yes	Yes	Yes	Yes	Yes
List the Cognicert partnership on the partner website, including the Cognicert logo and website link, in line with Cognicert guidelines	Yes	Yes	Yes	Yes	Yes	Yes
Actively market Cognicert programmes through social media and paid advertising	Yes	Yes	Yes	Yes	Yes	Yes
Minimum training certificates issued per year	5	20	50	100	200	1,000
Minimum MS certificates issued per year	1	5	10	20	30	100
Coordinate regional partners in Europe and West Africa	No	No	No	No	No	Yes

Important notes

1. Cognicert plans to limit the number of Authorized Partners in each country to a maximum of 10.

2. An Authorized Partner may lose its partnership after one year if it does not meet the minimum certificate requirements shown above. Remaining at the Authorized level indicates that the programme is not being marketed effectively.

PROGRAMME REWARDS

Partner Benefits

Benefits increase as partners progress through the scheme

Partnership level	Authorized	Bronze	Silver	Gold	Diamond	Distributor
Access to Cognicert programmes and materials	Yes	Yes	Yes	Yes	Yes	Yes
Full access to the Cognicert trainers list	Yes	Yes	Yes	Yes	Yes	Yes
Full access to the auditors list	Yes	Yes	Yes	Yes	Yes	Yes
Partner contact details published on the Cognicert website	Yes	Yes	Yes	Yes	Yes	Yes
Marketing materials published on Cognicert social media channels	No	No	No	Yes	Yes	Yes
Two free training courses for each student referred to the Cognicert Business School MBA programme	Yes	Yes	Yes	Yes	Yes	Yes
Partnership Level Certificate and logo, for use under Cognicert policies and the Brand Book	Yes	Yes	Yes	Yes	Yes	Yes
Requests for proposal for tenders	No	No	No	No	Yes	Yes
Qualified leads from Cognicert	No	No	No	Yes	Yes	Yes
Cognicert marketing materials	Yes	Yes	Yes	Yes	Yes	Yes
Free tickets to new product launches	0	1	2	3	4	10
Free places in online webinars and the opportunity to contribute as a facilitator	Yes	Yes	Yes	Yes	Yes	Yes
Volume discount on training	0%	5%	10%	15%	20%	50%
Volume discount on MS certification	0%	5%	10%	15%	20%	50%
Opportunity to present success stories at Cognicert conferences	No	No	No	Yes	Yes	Yes