



*KNOWLEDGE MANAGEMENT CONSORTIUM INTERNATIONAL
P.O. Box 191
HARTLAND FOUR CORNERS, VT 05049
(802) 436-2250*

**PRESS
RELEASE**

KMCI Breaks Price Barrier On KM Training Programs

April 28, 2003 - KMCI is pleased to announce a significant price reduction in its market-leading CKIM Knowledge Management class. Effective immediately, the fee to attend this five-day program will be \$2495, marked down from the previous level of \$3300. KMCI's CKIM class is now the lowest-priced program of its kind in the industry, not to mention the highest in quality!

Also announced today was KMCI's decision to re-cast its CKIM program as a "Certificate" program, and to discontinue its description as a "Certification" program. Henceforth, our CKIM program will be known as KMCI's "Certificate in Knowledge and Innovation Management" program.

This decision was made in light of the continued absence of authoritative or de jure standards in the field of KM, and the impossibility, therefore, of any organization granting certifications that reflect widely-held theory and practice. While KMCI's award of KM certifications has always been made relative to competence with its own curriculum, the more common use of the term "Certification," according to which a candidate has shown competence with respect to a set of industry standards, sets an expectation of compliance that no source of education in KM today can meet. To avoid confusion, then, we have chosen to re-cast our program as a "Certificate" program, without making any changes whatsoever in content.

Thus, prospective attendees at our CKIM programs can continue to regard our curriculum as the best of its kind in the industry -- top of the line! This action of ours only serves to underscore our commitment to transparency and openness in the field. If and when the industry manages to establish standards that can credibly substantiate "Certification" programs in KM, we will revisit this issue. Until then, students shopping for educational programs in KM should recognize that all such programs are unique in content, and that none of them are in any way grounded in industry standards for KM in the U.S., since no such standards exist. A decision to attend one class or another, then, must be predicated on the basis of the chosen program's actual content on its own merits. We welcome and invite inspection of our own program on this basis!

* * * * *

More information about KMCI can be found at www.kmci.org, or by contacting Mark W. McElroy, president of KMCI, at mmcelroy@vermontel.net.