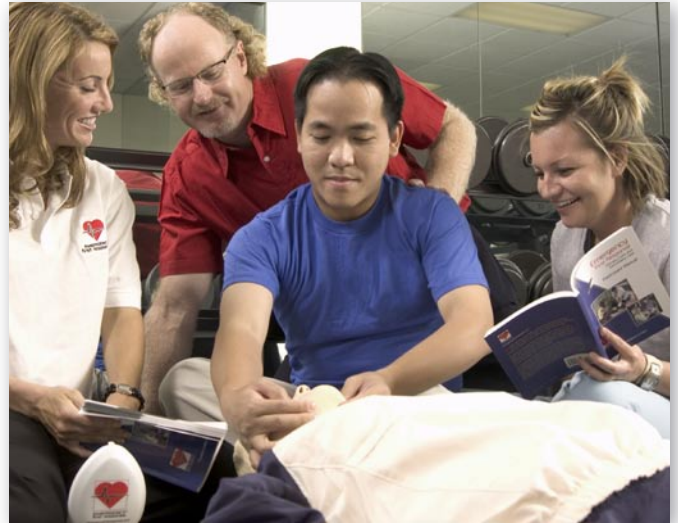


Success is in Your Hands With Emergency First ResponseTM



Become an Emergency First ResponseTM Instructor

Tap into the billion dollar CPR, AED and first aid training industry. As an Emergency First Response Instructor, you align yourself with the fastest-growing international CPR, AED and first aid training organisation.

Emergency First Response high quality instruction courses, state-of-the-art training materials and flexible delivery methods give you the tools you need to develop your students' skills and to create the confidence they need to provide care when emergency situations arise.

When you align yourself with Emergency First Response, you benefit from:

- ▲ The backing of an established brand with unparalleled customer service and marketing support
- ▲ The use of award-winning, competitively priced course materials available in 18 different languages
- ▲ The freedom to market your services independently with no market limits or chapter restrictions
- ▲ Shorter classroom hours with better learning. The Emergency First Response independent study model provides a focused learning environment and entails less classroom time for you and your students
- ▲ Courses that were designed by experts in instructional system design and emergency medical management
- ▲ The convenience of one-stop shopping for all your course materials and training aids

About Emergency First Response™



Emergency First Response is the fastest growing international CPR, AED and first aid training organisation.

Focused on training the lay rescuer, the Emergency First Response low-stress, performance-based approach to training builds confidence in lay rescuers and increases their willingness to respond when faced with a medical emergency.

With more than 31,000 instructors worldwide, Emergency First Response is backed by 36 years of experience in the development and delivery of instructional courses, training materials and educational curricula. The Emergency First Response First Aid at Work course is WorkCover NSW approved (FAO3146) and can also be delivered in flexible mode (5 hours).

Emergency First Response's course curricula are based on current patient care standards as published in Guidelines 2005 Standards for Cardiopulmonary Resuscitation and Emergency Cardiovascular Care, and the consensus view of the Basic Life Support (BLS) Working Group of the International Liaison Committee on Resuscitation (ILCOR). ILCOR is an international standards group representing most of the world's major resuscitation organisations.



Emergency First Response™ Courses

Emergency First Response courses encompass adult, child and infant CPR and first aid skills, and incorporate Automatic External Defibrillator (AED) training and emergency oxygen use.

Emergency First Response also offers comprehensive workplace courses, specifically designed to meet national and regional standards for workplace safety. Emergency First Response courses are flexible in design to accommodate scheduling and training needs.



Supplement Your Income – Become an Instructor

As an Emergency First Response Instructor, your income opportunities in CPR, AED and first aid training are almost limitless. In fact, there are no market restrictions on where you can offer Emergency First Response courses. You can teach Emergency First Response courses together or alone in any combination. You will also enjoy maximum flexibility because of our variety of course delivery methods.

You can tap into a variety of markets, including:

- ▲ Corporations, which must provide CPR and first aid training for their employees due to federal, state or local regulations
- ▲ Fitness industry (AEDs and staff trained in their use are now required in fitness facilities)
- ▲ High-risk industries, such as mining, building and manufacturing
- ▲ Schools
- ▲ Civil service employees
- ▲ Consumers
- ▲ Retirement communities
- ▲ Municipal employees
- ▲ Maritime industries
- ▲ Leisure industries

Josh Jefferson, 26, Computer Technician and Emergency First Response Instructor



Emergency First Response™ Instructor Course

By attending the Emergency First Response Instructor course, you'll sharpen your skills to teach lay rescuers life-saving techniques, and learn how to market yourself as an Emergency First Response Instructor.

The instructor course focuses on specific goals and performance requirements necessary to teach adult, infant and child CPR, AED and first aid courses.

Through a multi-media approach of independent instruction, classroom sessions and practical teaching assignments, you'll learn to conduct Emergency First Response courses. You'll learn how to motivate students, evaluate student knowledge, present course content effectively and become proficient in developing students' hands-on skills during practice sessions and scenario-based learning experiences.

Additionally, you'll learn how to develop your business, handle sales objections and market yourself to build a successful CPR, AED and first aid training business.

Contact us today for further information.



"I now have all the support tools I need to deliver Emergency First Response, CPR, AED and First Aid training courses."

~Stephen Ong, Singapore

Emergency First Response™ Crossover Course



Already an instructor? You can make yourself more marketable by becoming an Emergency First Response Instructor. We recognise that you are an experienced instructor who only needs an orientation to Emergency First Response course philosophy and structure.

Therefore, you need only take the Emergency First Response Crossover Course.

Becoming an Emergency First Response Instructor is easy. Contact your nearest Instructor Trainer today or log onto www.emergencyfirstresponse.com for further information.

Instructor Trainer Course

Do you have a passion for teaching CPR and first aid? Are you attracted to the prestige of being part of an elite group of Emergency First Response Instructor Trainers?

Become an Emergency First Response Instructor Trainer. As an Instructor Trainer, you'll benefit from:

- ▲ Additional discounts on Emergency First Response course material and branded merchandise
- ▲ An ongoing income stream from course material sales to Emergency First Response Instructors

- ▲ Online advertising to help promote your instructor courses on emergencyfirstresponse.com

Seize the opportunity to become part of the worldwide network of elite Emergency First Response Instructor Trainers.

To enter the Emergency First Response Instructor Trainer Course, you must:

1. Be an active Emergency First Response Primary Care, Secondary Care and Care for Children Instructor.
2. Have issued 25 Completion Cards or taught at least five courses.



Jack Burton, 30, Warehouse Manager and Emergency First Response Instructor

Ongoing Marketing Support

As an Emergency First Response Instructor, you'll enjoy extensive business support, which includes strong customer service, a full-time training consultation service and ongoing professional quality management systems.

Additionally, you'll have access to the following

- ▲ Online advertising; using our exclusive **Course Finder** system helps consumers find *you*.
- ▲ A marketing support package, featuring customisable direct mail solicitations, course brochures, PowerPoint™ Corporate Acquisition Presentations and sample bid proposal cover letters to market your services.
- ▲ Branded merchandise, including barrier devices, polo shirts, hats and duffle bags.
- ▲ Special discounts on AED training units and mannequins.
- ▲ Referrals generated by Emergency First Response Corp advertising and public relations.
- ▲ Online marketing support, including complete consumer information, FAQs and course descriptions at emergencyfirstresponse.com.
- ▲ Regular communications and online marketing seminars to assist you in building a successful business.





Web Based Marketing Support

As an Emergency First Response Instructor, you will have the advantage of the latest in online technology to assist you in growing your business.

Consumer Website

The Emergency First Response Consumer Website, at emergencyfirstresponse.com, offers complete information for your potential customers in five languages. The site includes:

- ▲ Background information about Emergency First Response
- ▲ Course descriptions
- ▲ General course information, such as course length
- ▲ A courses FAQ section
- ▲ A list of accrediting organizations
- ▲ Descriptions of Emergency First Response training material and branded merchandise

Also take advantage of the exclusive **Course Finder**, an interactive search engine that assists consumers in finding you.

Instructor Website

The Emergency First Response Instructor site offers a wide array of business tools, including:

- ▲ Marketing tools
- ▲ News from around the world
- ▲ A library and research area
- ▲ Important forms
- ▲ Erratas and updates
- ▲ Online instructor catalogs
- ▲ Special offers
- ▲ Continuing education

The Instructor Site also has information about exclusive special discount offers on Emergency First Response products and on training aids from leading medical supply companies.



Frequently Asked Questions

Q. What courses can I teach as an Emergency First Response Instructor?

- A. As an Emergency First Response Instructor, you are qualified to teach adult, child and infant CPR, AED, first aid and emergency oxygen administration.

Q. How long does the Emergency First Response Instructor course take?

- A. The instructor course takes about 14 hours over a period of two days.

Q. What are the prerequisites for the instructor course?

- A. To enter the Emergency First Response Instructor course, you must be 18 years old and have completed adult, child and infant CPR and first aid training in the past 24 months.

Q. What if I am currently an instructor with another certifying organisation?

- A. You are eligible for the Emergency First Response Instructor Crossover course.

Q. What if I've never had any CPR or First Aid training?

- A. No problem! All you need to do is complete the Emergency First Response Primary Care (CPR), Secondary Care (first aid) and Care for Children courses first. This takes about a day. These courses can be provided by your Instructor Trainer in conjunction with your Emergency First Response Instructor course.

Q. Who sets the price for the courses I teach?

- A. You do. We can provide you with general guidelines, but **you** ultimately determine your price.



Q. I am a current medical professional (EMT, Paramedic, Nurse or Doctor). Do I qualify for the Emergency First Response Instructor Course?

- A. Yes! As a current medical professional you are qualified to enter the Emergency First Response Instructor course.

Q. How often must I renew my instructor rating?

- A. You must renew every two years.

Q. How do I become an Emergency First Response Instructor?

- A. Call + 61 2 9454 2980, email us at info@emergencyfirstresponse.com.au or visit emergencyfirstresponse.com