Sign up for the Barco University experience
Best in class, first in business
In today’s competitive marketplace, exclusive skills and profound knowledge make the difference. That’s why Barco University offers a certified training program, providing a full suite of education courses. Whether you are a sales professional or a service specialist, we help you unveil your unique talents and validate your expertise.
Joining this program demonstrates your dedication and certifies your proficiency. It shows your willingness to go that extra mile. It’s the perfect way to share your knowledge and learn from the experience of others. And, it means the start of an exciting career path.

And there’s more. By participating in this program, you enter our select community of certified professionals and gain access to valuable resources so you can stay ahead of the game. With Barco certified training, you will accomplish more as a professional by growing as an individual.
Differentiate yourself

Who should consider this certification program?

A fundamental part of our internal staff education, Barco certification training has also proven to be of significant value for salespeople, operators, technicians, and service engineers employed by business partners, customers and consultancy agencies.

Who should participate?
- Barco staff
- Barco resellers
- Barco system integrators
- Barco channel partners
- Barco customers
- Consultancy businesses

What’s in it for you as an individual?
- Master new technologies
- Develop new skills
- Keep your skills competitive
- Gain a thorough understanding of Barco products
- Refresh your knowledge
- Boost your career
- Be recognized for your expertise

What’s in it for you as a business?
- Increase your visibility
- Gain a competitive advantage
- Meet industry benchmarks
- Improve customer support
- Build credibility and confidence
- Save costs through in-house expertise
- Enjoy the reputation of being a Barco certified business partner

Serving a variety of markets

We offer the best certification courses for a variety of markets through a worldwide network of training facilities.

Digital cinema
Events, Pro AV, Retail & Adv.
Healthcare

Control rooms, V&AR
Meeting Rooms & Boardrooms
Higher & Corporate Education
Be recognized

Our comprehensive certification program is built on two learning tracks: sales and technology. Additionally, within these tracks, you can become certified at various levels of expertise. Choose the program that best matches your profile. It’s the perfect way to get recognition for your individual skills and abilities.

Sales professionals

- Certified Sales Professional
  Understand the global product portfolio and the market
- Certified Sales Expert
  Quote and sell a product or solution

Technical professionals

- Certified Specialist
  Install, configure and maintain a product or solution
- Certified Expert
  Troubleshoot and service a product or solution

A worldwide network of training centers

Sacramento • Duluth • Kortrijk • Beijing • Noida • Taipei • Singapore • Melbourne • São Paulo • Mexico City
Get certified

A variety of training formats

Barco certification training is designed to meet your budget and preferred learning style. We offer online training courses, live virtual classes and hands-on training in our facilities or yours. All training programs are brought to you by expert instructors with extensive product experience.

- **Online courses**: Web-based training courses & videos
- **Virtual classrooms**: Live online training sessions
- **Blended learning**: A combination of different training formats
- **On-site learning**: Hands-on workshops at your site
- **Classroom courses**: Hands-on workshops in a Barco training center
Multiple certification levels

There are five certification levels within the sales and technology learning tracks. A general description of each certification level is listed below. For more detailed information on certification training classes in your area of expertise, visit www.barco.com/training.

Sales track

Program
• Who is Barco
• Vertical market overview
  Technology overview
• Product portfolio & features
• Differentiators & value proposition
• What to ask customers
• Competitive overview
• Use of configurators
• Barco website & tools
• Professional services

Training format
Classroom, virtual & online courses

Program
• In-depth Barco product overview
• Turn-key solutions
• Integration of products & solutions in customer environment
• Customer cases
• Solution quotation
• Escalation flow mechanism
• Basic demonstrations

Training format
Classroom, on-site & online courses

Barco Certified Sales Professional
Barco Certified Sales Expert*

* To apply for the Expert program, a Professional certificate is required.

Technology track

Program
• Skilled Operator technical understanding
• Operator level equipment handling
• Operator permitted troubleshooting
• Operator permitted maintenance
• Operator level servicing
• Problem description & reporting
• First-line support flow (phone/mail/service portal)

Training format
Online courses & virtual classroom

Program
• Broad technical understanding
• Installation & re-installation
• Configuration & re-configuration
• Basic troubleshooting
• Basic maintenance
• Basic servicing
• Collecting log files & basic analysis
• Escalation flow (service portal)

Training format
Classroom, on-site & online courses

Program
• In-depth technical understanding
• Installation & re-installation
• Configuration & re-configuration
• Tips & tricks
• Advanced troubleshooting
• Advanced maintenance
• Advanced servicing
• Collecting log files & in-depth analysis
• Escalation flow (interacting with R&D)

Training format
Classroom, on-site & online courses

Barco Certified Operator
Barco Certified Specialist
Barco Certified Expert*

* To apply for the Expert program, a Professional certificate is required.
Best in class, first in business

At Barco, we have the reputation of turning out the industry’s most highly trained professionals. Our certification training program is the most comprehensive in its class, taught by the most experienced instructors, and provided in the finest hands-on facilities.

Most complete
Each Barco training institution acts as a center of excellence, offering both theoretical and nuts-and-bolts information. This approach helps you raise your support level to the market’s highest expectations.

Most equipped
Barco classrooms are state-of-the-art teaching environments, specifically designed for hands-on learning. Class sizes are limited to eight students, which ensures a superb student-teacher ratio. Each class combines lectures with extensive exercises and hands-on practice.

Most valued
With close to 2000 professionals participating in Barco’s certification training program each year, the program is by far the most valued in the industry.

Most experienced
All training sessions are conducted by a team of highly experienced professionals with a background in on-site installation and troubleshooting expertise. Their field experience means they understand your needs and challenges.

Most committed
We are fully committed to providing the most comprehensive curriculum in every aspect of our certification training. As the industry advances, we make sure our courses are completely current with the latest technologies.
Share your experience

Enter the Barco community of certified professionals to connect with your peers, share your experiences and learn from the experts. This worldwide network provides a useful forum for sharing ideas and discussing topics with people who know your business inside out.

- **Over 40** certified trainers
- **More than 100** online and instructor-led courses
- **More than 300** classes per year
- **Close to 2000** participants per year
About Barco University

In today’s competitive world, you need to be on top of your game. Barco University’s comprehensive training and certification courses can help you deepen your skills and validate your proficiency. Complete with hands-on training sessions and introductions to new technologies, these courses allow you to expand your knowledge in your area of expertise. Barco University courses are taught by experienced professionals, and are open to all partners and customers who wish to broaden their horizons.

Barco certification training presents challenging, real-world scenarios matching your day-to-day activities. Hands-on training and vigorous testing ensure that every question is answered, every function is fully explained, and every technique is comprehensively covered.

At the end of the course, you are tested on your theoretical knowledge and practical skills. A Certificate of Achievement is awarded to participants scoring 80% or higher on the test.

Interested?

Check out our certification training programs at www.barco.com/training or e-mail us at training.barco@barco.com