First Class of Certified Hedy Trainers Graduates at KI Summit 2026

25 professionals earned Certified Hedy Trainer credentials at KI Summit 2026 in Germany, alongside 100+ Practitioners and 50 Master-level graduates. The three-tier certification program with the Koerting Institute is building a self-sustaining network of AI meeting coaches across D-A-CH.

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Group of certified trainers holding certificates on stage at KI Summit 2026 in Germany

At KI Summit 2026 in Bad Homburg, Germany, 25 professionals received their Certified Hedy Trainer credentials in front of an audience of 400. They're the first graduates of a training program Hedy built with the Koerting Institute to create an independent network of people who can teach others how to use Hedy in their work.

They weren't the only ones. The program has already certified over 100 Practitioners and 50 Master-level participants since launching within the Koerting Institute's ecosystem. That's 175+ professionals across D-A-CH who now have structured, hands-on expertise in AI-powered conversation coaching.

Here's what the program looks like, and why it matters.

The Problem This Solves

Hedy works best when people understand how to integrate it into their actual workflow, not just how to press "start" on a recording. The gap between downloading an app and getting real value from it is where most AI tools lose people. The goal was to close that gap with actual human guidance, delivered by trained professionals who use Hedy every day.

Rather than trying to scale that from Hedy's home base in Portland, the company partnered with the Koerting Institute because they already had the community, the infrastructure, and the philosophy. Their approach to AI education is about implementation, not theory. That matched exactly what Hedy needed.

Three Tiers, Each With a Clear Purpose

The program has three certification levels, each designed to build on the last.

Practitioner (8 hours)

This is the entry point. Practitioners learn to use Hedy in real workflows during the session itself. No slide decks about what AI could hypothetically do for you. Participants work with Hedy during the training, applying it to actual scenarios they'll encounter in their businesses. By the end, they know how to set up contexts, use automatic suggestions effectively, organize sessions with Topics, and integrate Hedy into their daily meeting routine.

Master (12 hours)

The Master level goes deeper into integration. Participants learn to connect Hedy with automation tools like N8N, Zapier, and CRM systems. Live demos from experts like Thomas Brunner and Stefan Weimar show practical setups for workflow automation and local LLM processing via LM Studio. This is for the person who doesn't just want to use Hedy but wants to embed it into their entire business infrastructure.

Trainer (16 hours)

Trainer certification is the final tier. Graduates earn the right to teach Hedy independently through their own workshops, courses, and consulting engagements. The curriculum covers didactic methods, workshop design, online and in-person facilitation, co-branding processes, and building a trainer community. Each Trainer works through a Trainer Identity Canvas to define their personal approach, and they join a global Hedy Trainer Community with direct access to Hedy founder Julian Pscheid.

Every level includes a 20-minute DSGVO (GDPR) module led by data protection specialist Carsten, because compliance isn't optional when you're teaching people to use AI with professional conversations. Participants also receive multilingual training manuals and access to Compendia, which are 50-70 page strategy guides covering each certification level in detail.

Every certified trainer receives an official certificate

What Graduates Get

Certified Trainers receive a standardized Trainer Toolkit that includes everything they need to run their own Hedy training sessions: curricula, workbooks, presentation materials, and engagement tools. The toolkit is designed so trainers can customize it for their specific audiences while maintaining consistent quality.

All three tiers are integrated into the Koerting Institute's existing programs, including their Masterclass, LiveCase scenarios, and the weekly AI Cafe community events. This means the training doesn't exist in a vacuum. It's woven into an active, growing community of business professionals who are already using AI tools in their daily work.

Graduates also join a peer-reviewed ecosystem for ongoing development. This isn't a one-and-done certification badge (https://certifier.io/digital-badges) . Trainers stay connected, share what's working, refine their methods, and keep up with Hedy's weekly release cadence.

Why This Matters Beyond Germany

The Trainer program is Hedy's first step toward scaling adoption through people, not just product updates. Every certified Trainer can independently introduce Hedy to new organizations, run workshops for teams, and help businesses integrate AI conversation coaching into their processes. That's a distribution model that doesn't depend on the Hedy team being in the room.

The plan is to expand the training format globally as the program develops. The D-A-CH region is the starting point because the Koerting Institute provided the right partner and community to prove the model works.

The Ceremony

The graduation took place on stage at KI Summit 2026 in Bad Homburg, with co-signed certificates from Koerting Institute CEO Torsten J. Koerting and Hedy founder Julian Pscheid. For many of the trainers and for Julian, it was the first time meeting in person after months of working together through support tickets, feature requests, and community discussions.

A good reminder that the best technology still benefits from human connection. These 25 trainers are now equipped to bring that combination of technology and personal guidance to businesses across Europe.

Get Involved

If you're interested in the Hedy certification program, whether as a Practitioner looking to sharpen your own skills or as a potential Trainer who wants to teach others, sign up for the Hedy newsletter to be the first to hear about future cohorts and expansion plans.

The program is currently available in German, with plans to expand to other countries and languages.

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