

Day 1

Start: 8:30 a.m.

End: 5:00 p.m.

Welcome

Technical Overview

Topic Setup

Work Session:

- Topic Setup

Viewing and Editing Results Deep Dive:

- Highlights & Sound Bites
 - Insight Editing
- Trends
- My Reports & Comparison Charts
- Exporting Data and Images

Lunch

Brand Passion Index:

- Creating a Brand Passion Index
- Additional Uses of Brand Passion Index Template

Insight Composer:

- Solution Templates
- Create Custom Dashboards
- Copy and Customize Solution Templates

Work Session/Homework:

- Custom Dashboard
- Developing a Research Plan
- Start Draft Presentation

Day 2

Start: 8:30 a.m.

End: 5:00 p.m.

Welcome:

- Q&A on Prior Day Content/Homework

Insight Composer Dashboard Review

Theme Charts

Work Session:

- Positive / Negative Theme Charts

Lunch

Analyzing Data for Insights & Action

Work Session:

- Complete draft research plan
- Complete draft presentation

Presentation Review:

- Review of draft research presentation
- Feedback / discussion