



**internet : intelligence**

## **2011 Course Catalogue**

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## Training Services

**internet : intelligence** offers professional training services that cover a full spectrum of eBusiness topics. To ensure that your company's specific learning requirements are addressed, we offer two types of training services: off-the-shelf seminars or fully customized training. All of our training services are available for delivery in person or online.

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### Off-the-Shelf Seminars

**internet : intelligence**'s off-the-shelf seminars represent our most popular topics and provide participants with a solid foundation for further learning in each area. All off-the-shelf seminars include a pre-course learner audit, all learner materials (including a binder or memory stick, job aids and a participant guide) and a post-seminar evaluation report.

#### *Benefits of Off-the-Shelf Seminars include:*

- faster deployment than a custom training program
  - well-refined course curriculum, which has been highly rated by a wide range of audiences
  - easily understood materials, appropriate to all levels of technology background and vocabulary, including beginners
  - practical exercises and activities to demonstrate concepts and strengthen learning retention
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### Customized Training

We realize that no two organizations' needs are ever the same. **internet : intelligence inc.** is uniquely qualified to offer customized professional development courses in the area of eBusiness. Our team includes certified instructional designers and eBusiness experts, who will work with you to create an ideal customized program.

Our proven methodology begins by assessing your unique objectives through an extensive learning requirements analysis interview. Once learner needs and educational outcomes are identified, we develop a training map with clear direction for the deployment of a successful training solution.

With the training map as our guide, we build your course curriculum based on intensive industry-related research and an environmental scan. This will ensure your company receives a custom-tailored training experience, crafted for the unique needs of your business and your market sector. After the training is completed, we provide an evaluation summary report to ensure that learner needs were fully met and that the training was relevant and applicable.

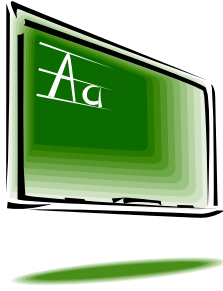
Please contact us for a free consultation.

***Benefits of customization include:***

- curriculum incorporating your unique processes, documentation and terminology
- an opportunity to bring real-life projects and challenges into the classroom for group action

## Course Delivery, Location and Size

**internet : intelligence inc.** provides multiple options not only in our training services, but also in terms of how and where our training programs are delivered.



### Face-to-Face Delivery (In-class)

Courses can be offered in person at the location of your choice. Our expert facilitators are equally at ease in a conference room within your facility, or at an off-site location.

The classroom is the most familiar setting for most learners, and may be the preferred choice for your team. In-class programs are especially useful for learners who do not frequently use the web for communications, or who may not be able to learn online, because of technology limitations. **Recommended maximum group size for in-class training is 25 people.**

### Online Delivery (eLearning)

**internet : intelligence** has been teaching people online for nearly a decade, and can offer any course in our catalogue in an eLearning format. ***We can also train your classroom facilitators to effectively teach via the web – look for our “Train the Trainer” course below.***

Choosing eLearning makes it possible for your staff to benefit from our top-quality training – from anywhere in the world – without the time or expense associated with traditional methods of training.

Recent innovations in eLearning technology allow busy, mobile professionals the freedom to learn in a convenient and effective way. Live, online communication technologies now enable eLearning to be just as interactive as a traditional classroom-based program. Our eLearning courses are presented in a crisp interactive format, where learners are encouraged to fully participate, using electronic whiteboards, instant polls, and the ability to simultaneously view live web pages or software applications with the facilitator and other participants.

Live online learning minimizes the amount of time that busy professionals need to take away from their day-to-day schedules. **internet : intelligence** eLearning sessions are delivered in short, easily digestible “chunks” – typically 60 to 90 minutes each. Learners can attend from their office, home or while traveling for business. At the end of each session, participants are able to go right back to work – resulting in virtually no drop in productivity. **Recommended maximum group size for eLearning training is 20 people.**



# Marketing Courses

## **Effective eMarketing**

*In-class format: 2 days*

*Also available in an eLearning format*

The first generation of eMarketing included spinning logos, “under construction” pages and web rings. Recent developments include the use of social media, search engine optimization (SEO) and personalized content. The landscape of eMarketing is changing all the time. Attend this seminar to learn how your company can use eMarketing in the most profitable ways possible. Analyze case studies that explain the nuts and bolts of successful eMarketing campaigns. See live, online demonstrations of today’s hottest eMarketing techniques.

No technical knowledge is required to attend this course. In fact, you’ll come away with a clear understanding of the most popular eMarketing technologies and how they work.

### **Learning outcomes:**

- Develop a clear understanding of various eMarketing vehicles, including social media platforms, and how each can help meet your business and marketing objectives
- Determine how much you should be paying an eMarketing provider – and how much of a return you should expect from each campaign
- Discover how eMarketing is the most effective place to measure customer response
- Examine your company’s website to see how and where eMarketing can be profitably deployed

## **Advanced eMarketing**

*In-class format: 2 days*

*Also available in an eLearning format*

This seminar is for companies that are ready to move to the next level of eMarketing, via Web 2.0. How do you choose eMarketing vehicles and technologies to match your customer demographics? Why do some approaches – like SMS (phone text messaging) – explode in markets like Japan and the UK, while they’re slower to take off in North America?

This course is for the veteran eMarketer who wants to get a full understanding of the new directions in the industry. Participants will complete this course with a sense of how to move their firm’s online marketing to new and more profitable heights.

### **Learning outcomes:**

- Analyze the powerful response behind viral marketing campaigns
- Discover how to effectively integrate social media marketing campaigns within the traditional marketing mix
- Recognize new trends in location-based eMarketing and mobile marketing tools
- Choose what to measure – before and after launch – to ensure best results

## ***Developing Powerful Online/Mobile Marketing Campaigns***

*In-class format: 2 days*

*Also available in an eLearning format*

Mobile marketing is still a new technological frontier for many, becoming increasingly fast-paced with enhancements to the capabilities of mobile devices. How can brand owners take advantage of this growing opportunity to reach more customers? To what industry sectors is mobile marketing relevant? How can mobile marketing be integrated to support your overall marketing objectives, and how can it be measured?

Share the experiences and knowledge of an expert practitioner while learning how to plan, launch, and evaluate a winning mobile marketing campaign. Through cases studies and real world examples, you'll be equipped with the knowledge and skills needed to decide when to use web and mobile marketing and how to ensure its effectiveness.

### **Learning outcomes:**

- Exploit and use mobile search to help your company reach new customers
- Analyze the various types of content that best drive mobile success
- Understand how social media is transforming marketing, and how it can help you achieve your marketing objectives
- Measure and track your ROI, and review the effectiveness of your mobile marketing campaign.

## ***eMarketing Project Management***

*In-class format: 2 days*

*Also available in an eLearning format*

With tight deadlines and the excitement of launching a new eMarketing campaign, many project managers want to hit the ground running. Although enthusiasm and dedication to any project are important, careful management is key to staying on track.

This course is designed to help project managers implement best practice solutions for delivering online marketing campaigns. From allocating resources and time management to measuring post-launch results, this course will provide steps for making your next eMarketing campaign a stunning success.

### **Learning outcomes:**

- Define how to measure results and create benchmarks for success
- Recognize the eMarketing terminology you require to deal with agency partners.
- Identify and resolve key process barriers typical to online campaigns
- Adapt quick and easy steps for taming your timeline and keeping your project on track

# Sales and Customer Service Courses

## Sales and Social Media

*In-class format: half day seminar*

*Also available in an eLearning format*

Social networking sounds simple, but how can sites such as LinkedIn, Facebook, or Twitter improve your sales or keep you in touch with your customers? It takes more than just establishing a presence on social media sites – *it takes authentic engagement.*

Discover which social media platforms will work best for your business, and how other organizations are successfully using social media to reach new customers and generate loyalty. Learn the steps you will need to develop a winning strategy, and avoid the pitfalls of “leading with the tool”. Find out how to take advantage of some of the more advanced business features of social networking sites, and how to track your ROI.

### Learning outcomes:

- Align business objectives with appropriate social media tools
- Select social media tools designed specifically for business, including networking, campaign creation and tracking functions
- Outline a social media strategy that drives sales and engages the customer

## Strategies for eCommerce Success

*In-class format: 2 days*

*Also available in an eLearning format*

Why do some companies have such great success in the eCommerce world, while others do not? Answer: The strong performers build successful plans, consult with customers and invest in the right technology and the right staff.

But what if you are doing this, and still haven't achieved the results you want? The eCommerce environment requires skills ranging from traditional business management, to marketing and sales savvy, to technology know-how. This seminar will show you how to pinpoint the ideal intersection of these specific areas, in order to determine and realize your company's short- and long-term objectives. Learn the best ways to harness the potential of this massive paradigm shift.

### Learning outcomes:

- Identify and evaluate the ways in which your organization can succeed at eCommerce
- Develop and document strategies to integrate technology and business decisions
- Define how to get and keep web customers, and how to incorporate their feedback into your eCommerce offerings
- Describe techniques to use technology to maximize marketing effectiveness
- Appraise your current online sales processes to troubleshoot obstacles, and identify service opportunities

- Determine the significance of eCommerce measurement - what's important and what's not

## **Customer Service on the Web**

*In-class format: 2 days*

*Also available in an eLearning format*

Customers may be as likely to access your service department via the web as they are via the phone, or in person. Accordingly, customer service representatives must cope with a host of new technical, social and business issues.

Learn about best practice for providing web-based customer service. Understand the key psychological elements of serving web customers. See how the leading online applications allow your service reps to save time, increase the bottom line, and build customer satisfaction. Participate in a mini-workshop to create a customer service message for your company's website.

### **Learning outcomes:**

- Compare customer service technologies, and review tools for obtaining feedback
- Recognize means for measuring and managing customer expectations
- Identify benchmarks for performance measurement
- Discover technical tips for optimal time management of service delivery
- Examine best-of-breed online customer service case studies and success stories

## **Writing Effective eMails for Business**

*In-class format: 2 days*

*Also available in an eLearning format*

Are your eMails ever misread or misunderstood? Are you leaving recipients with a good impression of your services, brand or your company?

eMail has become one of the most popular ways to communicate within business, but few companies have implemented protocols for maintaining professionalism, maximizing efficiency and ensuring protection from liability for themselves and their employees.

This course will provide the tools for writing effective and professional eMails when communicating with either internal or external audiences. Learners will be able to write with power, persuasion and confidence, set up customer service letter libraries, and improve their response time to eMail communications.

### **Learning outcomes:**

- Recognize the importance of creating a meaningful and concise subject line
- Discover how to keep eMails to an appropriate length, for effective message delivery
- Examine common eMail writing mistakes and identify the means to avoid them
- Analyze sample eMail communications sent by your company, to determine areas in need of improvement

# Leadership and Development Training

## **Effective Methods for Managing Performance**

*In-class format: 2 days*

*Also available in an eLearning format*

This course is designed to give leaders a new framework for performance management which fosters the full participation of employees, and increases the employee's sense of ownership of their career development.

The course will explore the major milestones in an employee's relationship with their employer, and how to naturally capitalize on these important points in the employee's working life, in order to build a sense of shared responsibility for professional growth.

### **Learning outcomes:**

- Recognize the important milestones in the employee relationship life cycle
- Identify methods of performance management to support career growth
- Analyze the reasons for negative associations with the performance management process and meeting
- Evaluate a new model for employee performance, and contrast it with traditional processes
- Utilize new tools for performance development

## **Cultivating a Winning Corporate Culture**

*In-class format: 1 day*

*Also available in an eLearning format*

Does your corporate culture engage your employees or alienate them? Does it help foster participation and team work? Is your corporate culture having a negative effect on your bottom line?

This course examines what affects corporate culture, from the perspective that it is "caught" rather than "taught." Learn how corporate culture is influenced by the actions of a company or department's leadership, and can trickle down to employees. Through an examination of real-world case studies, discover how your leadership team can set a powerful example of specific values, practices, and behaviours which are acceptable – or even expected – in the workplace.

### **Learning outcomes:**

- Distinguish specific aspects of visible company culture
- Assess the impact of company culture on employees, and its effect on business performance
- Evaluate the ways in which company leaders impact corporate culture – both positively and negatively
- Analyze techniques for creating new company culture activities or behaviours

## Human Resources Development Courses

### **Online Learning – Train the Trainer**

*(NOT available in an in-class format)*

It's not always easy to transition from leading in the classroom to facilitating online training. It requires some important shifts in delivery style and teaching strategies.

This online course is designed to help in-class trainers and facilitators identify and incorporate the tools necessary to deliver highly interactive instruction for optimal learning and engagement with an online learner population.

#### **Learning outcomes:**

- Recognize the key differences between eLearning and other training formats
- Develop new instructional strategies for effective live or recorded web delivery
- Understand how to maximize and manage interaction in an online learning environment
- Adapt communications skills to best fit eLearning culture
- Identify best practice web delivery techniques for maximizing comprehension and retention of materials

## Software and Technology Management Courses

### **Essentials of IT Project Management**

*In-class format: 2 days*

*Also available in an eLearning format*

IT project management is a rapidly growing area for those involved in technology, software and systems development, as well as those who come from a traditional project management background. However, superior IT project management requires a specific vocabulary, new methods for establishing and managing a critical path, and unprecedented levels of user input. This is an indispensable course for anyone required to work in this dynamic field.

Participants will explore the unique context and challenges of IT projects. Methods for handling project changes, managing stakeholder demands, and dealing with team chemistry issues will be examined and discussed.

#### **Learning outcomes:**

- Recognize key methods for maximizing management support
- Explore the critical role of project documentation
- Compare the key drivers of project change, and their respective impact
- Describe the most effective means to minimize scope creep and feature creep

- Examine the best ways to build a cohesive, successful project team

## **Essential eMail Management**

*In-class format: 1 day*

*Also available in an eLearning format*

From the desktop to the mobile device, getting caught up on eMail has become a large part of most people's workday. But how much time is too much to be spent sifting through your inbox? Is your productivity suffering because you spend too much time reading, writing or searching for eMail messages?

This course addresses important eMail guidelines that will allow you to be as efficient as possible with eMail communications, while keeping in mind critical considerations surrounding security and eMail management strategies.

### **Learning outcomes:**

- Realize significant time savings in handling eMail and calendar items
- Distinguish between the art and politics of email correspondence
- Identify email security concerns
- Develop an efficient email management system to maximize your productivity and output
- Organize your eMail using your mobile device

## **Microsoft Outlook 2007**

*In-class format: 1 day*

*Also available in an eLearning format*

Has your transition to Outlook 2007 been bumpy? Is your productivity lagging as you search for functions and commands that used to be at your fingertips?

Our Outlook 2007 training provides valuable, practical and straightforward information about how to make the best use of this powerful program.

### **Learning outcomes:**

- Recognize the differences between older versions of Outlook and Outlook 2007
- Realize significant time savings in handling eMail and calendar items
- Reduce the amount of time you spend working on administrative tasks
- Maximize your productivity and output
- Discover how to get help to perform new or seldom-used functions

## **Microsoft Excel 2007\***

*In-class format: 1 day*

*Also available in an eLearning format*

***\*This course is offered at basic, intermediate, and advanced learner levels.***

Are you data-phobic? Do your spreadsheets and reports communicate your numbers effectively? Are you maximizing the powers of calculation and analysis that Excel 2007 has to offer?

Our Excel 2007 training provides practical, easy-to-understand instruction in the functions and features of this versatile application.

**Learning outcomes:**

- Recognize the differences between older versions of Excel and Excel 2007
- Apply common formatting and editing functions
- Employ the most useful charts
- Create formulae
- Construct pivot tables

## **Microsoft Word 2007**

*In-class format: 1 day*

*Also available in an eLearning format*

Are your documents as dynamic as you would like them to be? Do you feel like your word processing skills are stuck in the '90s?

Our Word 2007 training will help you bring your document-creation skills up to date, and fully exploit this popular and ever-changing software.

**Learning outcomes:**

- Recognize the differences between older versions of Word and Word 2007
- Locate the tools for modifying, reviewing and proofing text
- Apply the right steps to properly format text, paragraphs and pages
- Create and revise lists and columns
- Select commands to easily insert and manipulate graphics and image files

## **Microsoft PowerPoint 2007**

*In-class format: 1 day*

*Also available in an eLearning format*

Enhance your presentations through the effective use of Microsoft PowerPoint. This course will provide you with the skills needed to create professional-looking slides, while offering best practice strategies to deliver your message. You will learn to use templates, create customized slides, incorporate graphics and video elements, and use a variety of animations.

**Learning outcomes:**

- Identify new features and functions exclusive to PowerPoint 2007
- Recognize when PowerPoint is the right application to use
- Understand best practices for presentations
- Make effective use of the SmartArt assets
- Create custom animations and effects for a captivating presentation