

## Training Course Programme

Course Name: **Online Survey Essentials for New Users**

Course Code: DT01

Target Audience: New users of Demographix

Brief Overview: *Overview of online survey building process; core question types (single choice, multi-choice, matrix, write-ins, date picker); intro to style sheets; survey analysis basics (filters, crosstabs); report and data downloads; Data Protection Act advisory.*

Course Name: **Unleashing the Power of Demographix**

Course Code: DT02

Target Audience: Demographix users of six months or more

Brief Overview: *Using advanced question types (ranking, sliders, hotspots, card sort); incorporating multimedia (video, audio); statistics meta-data; advanced analysis tools (Derived Variables, weighting, averages, keywords); plus an open forum.*

Course Name: **Introduction to Panel Management**

Course Code: DT03

Target Audience: Demographix users of six months or more

Brief Overview: *Creating a panel and populating it with panel members; panel registration surveys; creating plain text emails to send survey invites; includes/excludes to select sub-sets of panel; HTML emails; advice on scheduling emails; general panel management*

Course Name: **Advanced Research Techniques**

Course Code: DT04

Target Audience: Demographix users of a year or more

Brief Overview: *Key customer satisfaction and market research techniques (Gap analysis, Net Promoter scores, social/lifestyle segmentation using Derived Variables); long-term trend research; building response rates; incorporating interactivity in surveys*

Course Name: **Advanced Reports and Presentation Techniques**

Course Code: DT05

Target Audience: Demographix users of a year or more

Brief Overview: *Templates; basic charting principles (choosing pie/bar/column/line charts for reports); using icons, illustrations and word clouds in presentations and reports; hints and tips on creating infographics; PowerPoint and Excel hints and tips.*

**Course Costs: 90 minutes online: £400; Two hour on-site: £750**

