

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/76511

Agile Marketing Boot Camp

Apply Agile methods to marketing and see measurable results.

Discover why conventional marketing is passé and why Agile methodology (inspired by software developers) helps you get more done so you can quickly adapt to changing markets. In this 2-day course combining lectures and labs, you will gain an understanding of the principles, processes and terminology of Agile marketing. Hear real-world examples of how teams are using Agile marketing today. And find out how to hire, budget for and effectively organize Agile marketing teams, plus run your first sprint. With Agile, you'll focus on key priorities, eliminating tasks that don't impact revenue or customer satisfaction, thereby increasing productivity. Now, you're poised to beat the competition that is not practicing Agile marketing!

How You Will Benefit

- Discover how to transition to Agile marketing, implement Agile marketing techniques and sell Agile marketing into your organization
- Build a marketing model; hold a Sprint planning session and review
- Conduct a scrum (daily standup meeting) and learn scrum master roles and responsibilities
- Create a Sprint backlog and manage it with tools like Trello and Kanbantool
- Obtain clear measurements of the impact of marketing
- Improve marketing's visibility and alignment with your organization's business and sales goals

What You Will Cover

- Understanding Agile methods and benefits
- Learning Agile terminology and basics
- Planning your Sprint by eliciting input, assigning roles and estimating team capacity
- Evaluating the success of the Sprint
- Identifying pitfalls and how to avoid them

Who Should Attend

Marketing professionals (all levels), advertising executives, creative personnel, SEO specialists and public relations and communications managers who want to transition to Agile marketing.

Schedule

- [2] days - \$1,495 Non Members
- [2] days - \$1,495 AMA Members
- [2] days - \$1,495 GSA

Credits

12 CPE

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