

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/2016

Data as a Strategic Asset: A Customer-Focused Approach

Developed with IBM® exclusively for AMA

Learn the secrets of marketing analytics!

Have you ever wondered if there are goldmines buried in your customer data? What if you could unlock those secrets to reveal trends, discover insights and formulate a new and winning strategy?

Developed with IBM®, this seminar puts data and analytics at your epicenter. You will acquire techniques for diving more deeply into information, learn to see correlations that weren't previously apparent and ultimately make smarter, fact-based decisions to drive better performance. These valuable skills will help you confidently pinpoint opportunities that can lead to increased brand loyalty, repeat sales and stronger overall results.

How You Will Benefit

- Use the tools of a data scientist to uncover new patterns, trends and insights
- Discover your "aha" moment so you can seize key revenue drivers
- Capture new opportunities and create more targeted campaigns
- · Collect useful customer insights and extract actionable intelligence
- · Draw conclusions that are fact based and well reasoned
- Leverage the appropriate data to better service your customer and drive revenue
- Enable consistent, real-time decisions even in unpredictable cases
- . Build your marketing analytics skill set and move your career forward

What You Will Cover

- · Recognizing what data can do for you
- · Going beyond CRM and traditional methods of collecting data
- Exploring data analytics using assessments and role play
- Using data as a strategic asset: framing, finding, extracting and applying data
- Identifying internal/external resources to acquire and profile usable data
- · Extracting insights and intelligence from data
- Recognizing key security, privacy, sensitivities and ethical concerns associated with data analytics
- Developing a Strategic Asset Portfolio: an evolving action planner

Who Should Attend

Marketing and CRM professionals, brand managers, CMOs and other decision makers who want to harness the power of data analytics to enhance performance and gain a competitive advantage.

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