



Reference Guide

ITC COURSES ACCORDING TO TARGET AUDIENCE AND WSBL



E-Learning Courses by WSBL - E-LEARNING COURSES BY TARGET AUDIENCE

Newcomers

ONBOARDING (MANDATORY)

- Discover Ipsos
- Security Awareness 2017
- Corporate Social Responsibility - Abridged version
- iTime:Ipsos Time Tracking System

BUSINESS SPECIFIC

- Bringing Ipsos values to life
- Corporate Social Responsibility
- IKC: Country Information
- Ipsos WSBLs Overview
- Knowledge@Ipsos
- Market Research Overview
- Client Interaction Model Overview
- Research Study Design
- Data Collection
- Questionnaire Design
- Financial Awareness
- Legal Awareness
- Qualitative MR Skills
- Quantitative MR Skills

- Coaching Skills
- Effective Delegation
- Giving and Receiving Feedback
- Managing difficult conversations
- Train the Trainers

BASICS

MARKET RESEARCH

- Account Management: building a strong relationship with your client
- Taking a Brief and Preparing a Proposal
- Proposal Quality
- Project Management Core Skills (7 modules)

SOFT SKILLS AND PERSONAL DEVELOPMENT

- Building Personal Resilience
- Communication Skills
- Development at Ipsos
- Global Etiquette
- Managing diversity in the workplace
- Microsoft Excel Intermediate
- Negotiation Strategies
- Performance Management
- Personal Effectiveness
- Practicing English in a Marketing Environment
- Presentation Skills
- Report Writing
- Statistics
- Time Management
- Working with Multicultural Teams

COMPLEMENTARY

30/30 Initiative

- 20-minute questionnaires
- Economies of Measures
- The 30/30 Initiative: Overview
- The 30/30 Initiative: Deliverables
- The 30/30 Initiative: Questionnaires

Win & Retain

- WIN & RETAIN: A path to healthy growth

Behavioral Science

- Introduction to Behavioural Science

BRAND VALUE CREATOR

- BVC Mastery: BVC Brand Spotlight
- BVC Mastery: BVC Market Effects in Detail
- BVC Mastery: BVC Understanding the Conversion Ratio Charts & Market Effects (UK Retailer Case Study)
- BVC Essentials: Introduction to Ipsos Labs
- BVC Mastery: BVC for Connect – Best Practices & Global Standards

P&G

- About P&G and Ipsos
- Ipsos/P&G Stewardship Training
- Current Best Approach to P&G Protocols
- In-home Visits and Shop-Along Logistics recommendations for P&G
- P&G Global Standards
- P&G Quality Standards

FUNDAMENTALS

- Pricing our Services

IPSOS INITIATIVES

Managers

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Ipsos Connect

- How to make Ad Prompts for Tracking Studies
- Introduction to Programmatic Advertising
- Easy Fixes for Tracking studies
- How research empowers communications that build brand desire - Module 1
- How research empowers communications that build brand desire - Module 2
- How research empowers communications that build brand desire - Module 3
- How research empowers communications that build brand desire - Module 4
- How research empowers communications that build brand desire - Module 5

- Analyzing the Media Plan in Tracking
- ASI Check: Introduction for Newcomers
- ASI:Connect – Introduction
- ASI:Connect - Pre-test Norms & Action Standards
- ASI:Connect - Advertising Analysis
- ASI:Labs – Introduction
- ASI:Live - Average GRPs Calculator
- ASI:Live - Brand Analysis
- ASI:Live - Introduction for Newcomers
- ASI:Live - Research Design and Questionnaire
- Audience Measurement
- Average TRPs
- Digital Advertising: Module 1
- Digital Advertising 2 - Overview of Digital Revenue Models
- Digital Advertising 3 - How does digital work?

- Digital Advertising 4 - Traditional Buying and Selling Model and how this Translates into Digital
- Digital Advertising 5 - The Digital Advertising Ecosystem Traditional and Programmatic
- Digital Advertising 6 - Digital Evolution and New Technologies
- Digital Advertising 7 - Industry's current issues
- Facial Coding in ASI:Connect
- Introduction to tracking for newcomers
- Introduction to questionnaire design for newcomers
- Introduction to Early Stage Communication
- Key Measures and Analytic Models
- Media Analysis
- Media Basics 101 – The evolution continues
- Media Tips

Loyalty

- Life, the Universe and Loyalty
- Loyalty client experience model
- Our philosophy on Loyalty
- Winning Massive Deals
- Introduction to Mystery Shopping

- Digital Voice of the Customer
- Drawing valuable insights with Social Listening & Text Analytics
- Experience Optimizer
- Ideal Customer Experience (ICE)
- Introducing ViewsCast
- Introduction to EFM
- Loyalty Narrative

- Ipsos Storytelling for Impact
- Proposing and conducting a WAO study
- Loyalty Satisfactor
- Rewards Optimizer
- Six Steps To Win (English/Spanish)

Public Affairs

- Ipsos Global Reputation Centre: An Introduction to Reputation
- Introduction to Public Sector Research

REPUTATION CENTER

- Crisis Management
- Driving action by the client
- Message Testing & Triangulation

- Reputation Pillars
- The building blocks of a strong reputation

Operations & IIS

- Researcher's Path to Sustainable Growth
- Introduction to IIS

- Briefing Process
- Business Performance Management
- Coding
- Data Collection Monitoring
- Data Entry Process
- Data Processing
- Electronic Data Collection
- Escalation Process
- Internal Process Auditing Part 1: Theory

- Internal Process Auditing Part 2: Steps
- Introduction to Global Processes
- Managing a Quality Management System
- Managing Data Privacy
- Managing Interviewers
- Managing Project Information Confidentiality
- Managing Suppliers Process
- Manual Data Collection

- Mystery Shopping
- Product Handling
- Project Closure
- Project Specification Changes
- Quality Assurance Process
- Sampling

BASICS

SPECIFIC

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Marketing

GENERAL

- How to get your IMQ Accreditation?

INNOQUEST

- Action Standards and Benchmarking
- Archetypes: Can You Change your Innovation Destiny?
- Concept Testing
- Developing Impactful IQ Deliverables
- Device Agnostic
- Fast Simple Smart Innovation Offer
- Idea Testing – Working Knowledge
- InnoQuest CE 3.0
- InnoQuest CPT
- InnoQuest Incrementality Analysis
- InnoQuest Sales: Accelerate Innovation for Today's Changing World
- InnoQuest*line
- InnoQuest*price
- InnoQuest Vantis MVP Overview
- Innovation Performance Framework
- Insight Testing – Working Knowledge
- Introduction to Designer
- Introduction to Forecasting
- Introduction to Vantis
- Post-Launch Tracking
- Innoquest innovation offer
- Raising the Bar: Become and Innovation Expert

MARKETQUEST

- Introduction to Censydiam suite of tools
- Ipsos Brand Advisor
- Workshop Facilitation Skills & Tips
- Launching Censydiam Brand Dip
- Session 1: An Intro Into Censydiam
- Session 2: Brand Positioner
- Session 3: Motivation Landscape
- Session 4: Censydiam Perceptor

PRODUCTQUEST

- Early Stage: Product Optimization - A case study
- Pack Testing
- Spotlight on Product Testing
- ProductQuest Analytic Toolkit Macro Analytics

- ProductQuest Analytic Toolkit Micro Analytics

P2P/SHOPPER

Shopper Research: Why do we need it?

IPPOS UU

- Big Idea
- Socialized Research Platform – Overview
- Socialized Research Platform – Workflow
- Brand Names Qualitative Evaluation
- Becoming an Insight Cloud Curator
- Concept*Go
- Ethnography
- Facilitation Tips
- Introduction to Insight Cloud (2016)
- Ipsos UU Analytical Frameworks Toolbox
- Krisis
- Next Ad*Go - Ad*Lab
- Pack*Go
- PathFinder Mapping
- Qualmobile
- QualSpace Forum
- Shopper Barriers and Triggers
- Store*Trek
- Strategic Workshops 1 (Insights & Ideation)
- Strategic Workshops 2 (Concept Writing)
- Video Streaming
- U-UX Ipsos Usability experts network
- Why*Dive

BUSINESS CONSULTING TRAINING

- BC – Channel Strategy Analysis
- BC – Market Size and Growth
- BC – Project Management
- BC Training – Octopus
- BC- Report Writing
- BC – Strategic Analysis Framework
- BC – Value Proposition Analysis
- BC – Sharepoint Site

HEALTHCARE

- Healthcare Dynamics Model

- 01 - Ipsos Healthcare Compliance - Training and Awareness Programme
- 02 - Ipsos Healthcare Compliance - Anti Bribery
- 03 - Ipsos Healthcare Compliance - Information Security and Data Protection
- 04 - Ipsos Healthcare Compliance - Mandatory External Training
- 05 - Ipsos Healthcare Compliance - Reporting Adverse Events
- 06 - Ipsos Healthcare Compliance - Syndicated Research
- 07 - Ipsos Healthcare Compliance - Client's Specific AER
- Introducing EquityVision
- Understanding Drug Discovery and Development
- Understanding Pharmaceutical Company Structure
- Understanding Clinical Trials
- Adverse Events Reporting Requirements for non-HC personnel
- Diabetes Market Overview

IPPOS SMX – COMMUNITY PLATFORM

- 1: Ipsos Template
- 2: Toolkit
- 3: Community Hierarchy and Structure
- 4: Discussions
- 5: Blogs
- 6: Idea Exchanges
- 7: Contests
- 8: Quick Polls
- 9: Surveys: Basic Scripting
- 10: Live Chats
- 11: Roles and Permissions

IPPOS SMX – COMMUNITY PRACTICE

- 1: Launching a New Social Space
- 2: Qualitative Moderation Guidelines
- 3: Building Business Value
- Ipsos SMX – Social Media Exchange 2: Glossary of Terms

IPPOS SMX – SOCIAL INTELLIGENCE

- 1: Social Intelligence 1 - Introduction to BrandWatch
- 2: Social Intelligence 2 - Case Studies
- 3: Social Intelligence 3 – Censydiam Social Sales
- 4: Social Intelligence 4 - Censydiam Social Project Delivery Training

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Global Support Functions

HR

- Onboarding Process Training For HR Community
- Recruiting and selecting the best talent
- Become an HR Game Changer
- Bringing Ipsos Values to Life for HR Professionals
- HR Key Priorities for the Current Year and Metrics for Success
- Managing Difficult Conversations for the HR Community

IT Skills and IT for IT professionals

- Introduction to SPSS
- SP 121 Spotfire analyst essentials 1 V 6.5/7.0/7.5
- SP 131 Spotfire analyst essentials 2 V 6.5/7.0/7.5
- SP 141 Spotfire analyst essentials 3

- Security Awareness for IT Professionals
- Change Management: Module I- Introducing Change Management
- Change Management: Module II- The Change Process For Standard It Users
- Change Management: Module III- Change Registration And Planning For Change Coordinators
- Change Management: Module IV- Change Approval For Approvers
- Change Management: Module V: - Change Approval Implementation And Review



WEBINAR RECORDINGS AVAILABLE



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Webinar recordings available

- Adding More Value to ASI:Live Tracking with Better Media Analysis
- A Guided Tour of Ipsos' Knowledge for LATAM colleagues
- A Refreshed IRT Offer for ASI:Live
- Archway – An Ipsos Owned Solution
- ASI:Check Metrics and Speed Evolution to help clients check and screen ads
- Avant Premiere InnoConstruct: Introducing our revamped tool to optimize concepts
- Back to Business - InnoQuest Updates on Early Stage Forecasting (Opportunity Sizing) and Talking Model Accuracy and Stimuli with Our Clients
- Behavioral Science principles applied
- Being a great coach
- Being Practical with IBN
- Better outcomes for IQ Concepts and IQ CPT
- Big Pitch: top tips
- Big Sofa: Our New Video Analytics Partner
- Brand Mental Networks: Sharing some insights
- Building Stronger Brands: Introducing Ipsos' new narrative about brands
- Business Consulting: Go-to-Market Solution
- Business Consulting: Winning bigger and better research projects
- BVC Case Study: an analysis of Uber in MENA
- BVC Essentials #1: The Theory of BVC, including the Brand Narrative
- BVC Essentials #2: BVC Study Design, Set Up and Questionnaire Structure
- BVC Essentials #3: Basic BVC analysis, featuring Uber
- BVC Essentials #4: The BVC Brand Dashboard - the meaning behind the metrics
- BVC Essentials #5: Positioning BVC for your Clients



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Webinar recordings available

- BVC Essentials #6: BVC Benchmarks and Database
- BVC Essentials #7: An Introduction to SIM (Strategic Insights Manager)
- BVC Essentials #8: Introduction to Ipsos Labs
- BVC Essentials #9: Frequently Asked Questions... and Answers
- BVC Essentials #10: Price Spotlight
- BVC Mastery: BVC Brand Spotlight
- BVC Mastery: Launching our Occasion-based R&D for BVC
- BVC Mastery: Using BVC in non-traditional areas: A case study on public transportation in Norway
- BVC Mastery: Practical Learning on IBN Drivers Analysis
- BVC Mastery: The Future of Brand Choice, understanding BVC Metrics in the context of the Brand Narrative
- BVC Mastery: Tracking AE shifts over time
- BVC Mastery: Understanding the Conversion Ratio Charts & Market Effects (featuring two Case Studies)
- Censydiam Trends
- CIM-Spiration Webinar - Connect Series (2017)
- Client Interaction Model in Action - Ongoing Series (2015)
- Client Interaction Model in Action #1 (2016) - P&G / HSBC
- Client Interaction Model in Action #2 (2016) - Ipsos Business POV as well as inspiring deliverables 2
- Client Interaction Model in Action #3 (2016) - SPECIAL GUEST SPEAKER
- Client Interaction Model in Action #4 (2016) - Stakeholder Interviews and Power Pages
- Client Interaction Model Webinar #5 (2016) - Special Guest Speaker: Neil Tierney from UK Design
- Client Interaction Model in Action #6 (2016) - Contextual Insights (with Guest Speakers John Eaton and Simon Atkinson)
- Client Interaction Model in Action #7 (2016) - Delivering Insightful Business Recommendations
- Client Interaction Model in Action #1 (2017) - Special Guest Speakers: Rafael Muñoz and Rafael Delgado from Ipsos Marketing, Mexico



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Webinar recordings available

- Client Interaction Model in Action #2 (2017) - Special Guest Virginia Weil, President, Global Product Testing
- Client Interaction Model in Action #3 (2017) - Client Interaction Model in Action - Special Guest Ioana Danila, Ipsos Dubai
- Client Interaction Model in Action #4 (2017) - Unilever and Lego
- Client Interaction Model in Action #5 (2017) - SMX's Christie Moorman describes how she delivered results to IBM
- Client Interaction Model in Action #6 (2017) - Ann Craninx from Ipsos in the UK will share an example of the power of storytelling
- Client Interaction Model in Action #7 (2017) - Inspiring design tips from Brian Duane, Graphic Designer Ipsos NY
- Client Interaction Model in Action #8 (2017) - CIM-spiration! "Future-Proof Your Brand" and "Inspiring Deliverables"
- Client Interaction Model in Action #1 (2018) - Focus on L'Oréal
- Client Interaction Model in Action #2(2018): Focus on Lego
- Crisis Management & Social Networks Webinar: Managing Your Corporate Reputation
- Delivering ASI:Live 360 to Clients
- Digital Media Process
- DISCOVER Webinar 1: Social Market Structure
- Does Byron Sharp's Philosophy Work for Innovation?
- Enticing Your Clients with Our P2P Offer
- Evaluate: An Introduction to Program Evaluation
- Facial Coding Qual and Quant - Learning from Case Studies
- How to (Inno) Construct Successful Concepts? InnoConstruct in Action
- How to make Ad Prompts for Tracking Studies
- Human need in testing innovation
- InnoQuest Advanced CIM "Train the Trainer"
- InnoQuest*Vantis Concepts Overview
- InnoQuest*Vantis Optimize Overview



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Webinar recordings available

- IQ Fast Refreshment
- iQuote for ASI:Connect
- Insights on Demand: Curation with Insight Cloud
- Inspirations WEBINAR #1: ProductQuest (2016)
- Inspirations WEBINAR #2: MarketQuest - New U&A (Understanding Emotions (2016)
- Inspirations WEBINAR #3: P2P/Shopper - POS Activation (2016)
- Inspirations WEBINAR #6: 4D Innovation: Our New Front End Innovation Offer (2016)
- Integrated Consult Framework for Americas & Europe
- Integrated Consult Framework for APAC & Europe
- Introducing a new Facial Coding value proposition for ASI:Connect
- Introducing Connect:Digital
- Introducing DUEL: Understand Appeal...and Passion
- Introducing PAR for RBR for ASI:Connect
- Introducing to MediaTIPS
- Introduction to the Brand Communications Narrative
- Introduction to Building Stronger Media Brands and Content
- Ipsos UU Immersion
- Ipsos UU Immersions #1 – What happened AT and AFTER the Marketing School? (2016)
- Ipsos UU Immersions #2 – Evolving in home visits into immersions – A practical guide (2016)
- Ipsos UU Immersions #3– ANALYSING VISUAL DATA AND TURNING IT INTO A GREAT REPORT (2016)
- Ipsos UU Immersions – Improving how we work with video (2016)
- Ipsos UU New Narrative



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Webinar recordings available

- Ipsos PMI Project
- IQ and PQ are getting faster - more speed for Ideas, Insights, Concepts and CPT's
- IT Service Management Overview
- Launch Censydiam Mobile - Brand Dip
- Learning LIFE Path - Follow
- Learning LIFE Path - The Pitch
- Learning LIFE Path - Qual Elements
- Lessons Learned from a year of Connect:Live studies
- Loyalty Emerging Techniques - Proven Capabilities and Case Studies
- Loyalty Storytelling Refresher
- MarketQuest Advanced CIM "Train the Trainer"
- Making the Most of Brand Image
- Making the Most of MediaTIPs
- MediaTIPs Analysis and Case Studies
- New Client Interaction Model
- New Innovation Trends Deck for Client Events
- New Simplified Approach to LIFE Path
- New U&A - Mobile and Digital
- Onboarding Process for HR managers and community
- Overview of IQ forecasting solutions - Optional forecast, Opportunity Sizing, Designor
- Overview of New Therapies & the Outlook for the Healthcare Market



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Webinar recordings available

- Pack Screening: Faster, Cheaper, Better
- Product Test Analytic and Survey Design Update – InnoQuest
- Putting Ipsos' Knowledge to Work: A guided tour of what's available and how to use it
- Quarterly Win & Retain (October 2017)
- Reminder of Online Capabilities for Early Stage research in Ipsos Connect
- Resolution and Escalation
- Social Intelligence for Product Testing
- Social Media Exchange 1 - Sales Capabilities
- Take 5: Introduction to Kano
- Take 5: Product Development Life Cycle
- Take 5: Sensory Evaluation
- Take 5: Sequential Monadic vs. Monadic
- Take 5: Understanding Graphical Models
- Take 5: Understanding Penalty Analysis
- Take 5: Understanding T-Plots
- The Annual review of Trends from the Cannes Lions (2017)
- The Media Basics that are important for Ipsos Connect
- Training I-Service – Foundation
- Training I-Service - Problem Management
- Training I-Service - Service Catalog: My I-365 account creation
- Training I-Service - Service Desk Incident Management



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Webinar recordings available

- Validating BVC
- What's new on InnoQuest MAX
- What's up with IQ? Overview and evolution of InnoQuest offer 2017
- Why testing digital ads matter
- Win & Retain
- Win & Retain for Loyalty EMEA
- Win & Retain for Marketing
- Win & Retain: Inspiring stories from recent great wins-SESSION 1
- Win & Retain: Inspiring stories from recent great wins-SESSION 2
- Working with the Censydiam frame -Part 1: towards more nuanced & category-specific definition of the motivational strategies
- Working with the Censydiam frame -Part 2: improving our statements, making them sharper, differentiating and unique
- You Have The Right To Know 1: Questionnaire Design (short video)
- You Have The Right To Know 2: Sampling and Weighting (short video)
- You Have The Right To Know 3: Data Collection (short video)
- You Have The Right To Know 4: Free Research Isn't Free (short video)
- You Have The Right To Know 5: When Pollsters Get It Wrong (short video)
- You Have The Right To Know 6: More About Weighting (short video)





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