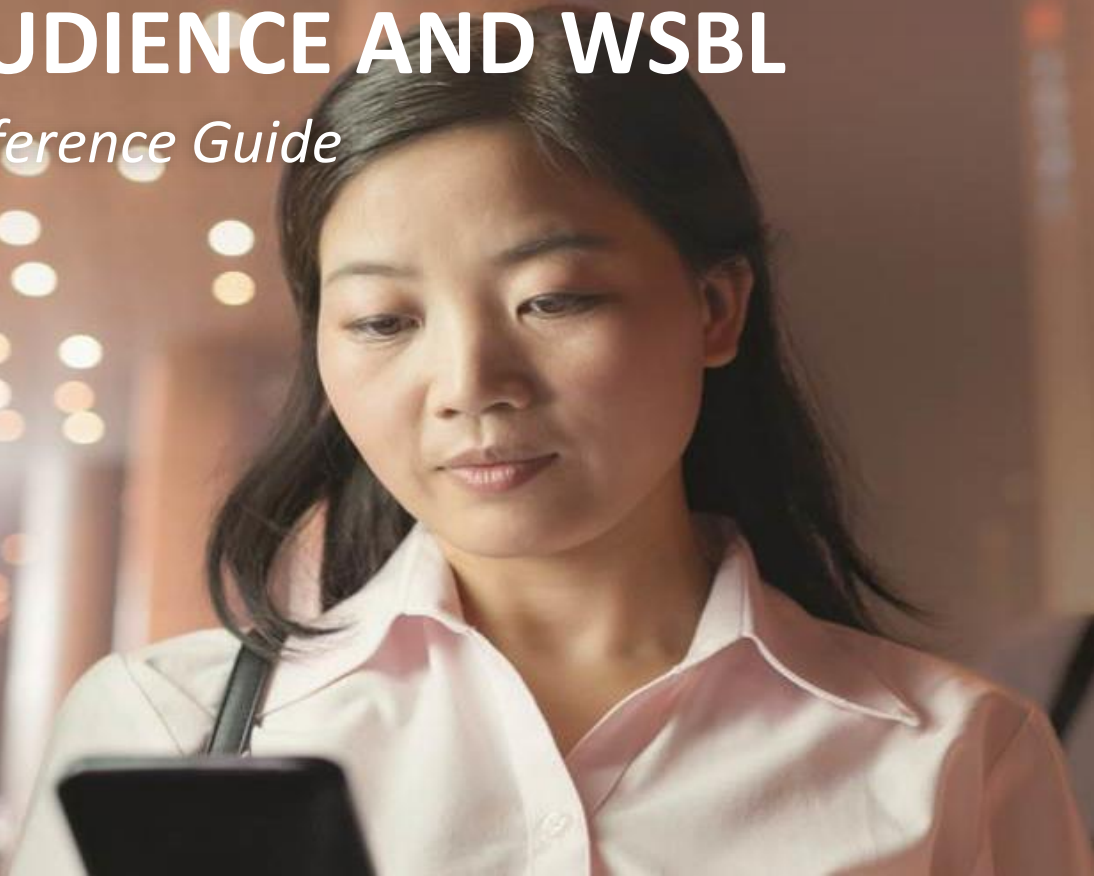


ITC COURSES ACCORDING TO TARGET AUDIENCE AND WSBL

Reference Guide



E-Learning Courses by WSBL

<p>Newcomers</p>	<p>Onboarding (mandatory)</p> <ul style="list-style-type: none"> • Discover Ipsos • Security Awareness 2017 • Corporate Social Responsibility - Abridged version <p>Business Specific</p> <ul style="list-style-type: none"> • Bringing Ipsos values to life • Corporate Social Responsibility • 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 	<p>Market Research</p> <ul style="list-style-type: none"> • Account Management: building a strong relationship with your client • Taking a Brief and Preparing a Proposal • Proposal Quality • Project Management Core Skills (7 modules) <p>Soft Skills and Personal Development</p> <ul style="list-style-type: none"> • Communication Skills • Development at Ipsos • Global Etiquette • Negotiation Strategies • Performance Management • Personal Effectiveness • Practicing English in a Marketing Environment • Presentation Skills • Report Writing • Statistics • Time Management • Working with Multicultural Teams • Managing diversity in the workplace • Microsoft Excel Intermediate 	<p>30/30 Initiative</p> <ul style="list-style-type: none"> • 20-minute questionnaires • Economies of Measures • The 30/30 Initiative: Overview • The 30/30 Initiative: Deliverables • The 30/30 Initiative: Questionnaires <p>Win & Retain</p> <ul style="list-style-type: none"> • WIN & RETAIN: A path to healthy growth <p>Brand Value Creator</p> <ul style="list-style-type: none"> • 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>P&G</p> <ul style="list-style-type: none"> • 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
<p>Managers</p>	<ul style="list-style-type: none"> • Coaching Skills • Effective Delegation • Giving and Receiving Feedback • Managing difficult conversations • Train the Trainers 		<p>Fundamentals</p> <ul style="list-style-type: none"> • Pricing our Services
	<p>BASICS</p>	<p>COMPLEMENTARY</p>	<p>IPSOS INITIATIVES</p>

E-Learning Courses by WSBL

<p>Ipsos Connect</p>	<ul style="list-style-type: none"> • How to make Ad Prompts for Tracking Studies • Introduction to Programmatic Advertising • Easy Fixes for Tracking studies 	<ul style="list-style-type: none"> • ASI Check: Introduction for Newcomers • ASI:Connect – Introduction • ASI:Connect - Models and Measures • 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 • Introduction to how to sell MediaTIPS • Digital Advertising: Module 1 - The rise of digital consumption and advertising • 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 • Audience Measurement • Average TRPs • Study Design & Sampling for ASI
<p>Loyalty</p>	<ul style="list-style-type: none"> • An introductory course to Customer & Employee Satisfaction • Life, the Universe and Loyalty • Loyalty client experience model • Our philosophy on Loyalty • Winning Massive Deals • Introduction to Mystery Shopping 	<ul style="list-style-type: none"> • Digital Voice of the Customer • Drawing valuable insights with Social Listening & Text Analytics • Experience Optimizer • Ideal Customer Experience (ICE) • Introducing ViewsCast • Introducing WAO!: Wallet Allocation Optimizer • Introduction to EFM • Loyalty Narrative • Ipsos Storytelling for Impact • Loyalty Optimizer • Loyalty Satisfactor • Rewards Optimizer • Using WAO!: Wallet Allocation Optimizer • Six Steps To Win (English/Spanish)
<p>Public Affairs</p>	<ul style="list-style-type: none"> • Ipsos Global Reputation Centre: An Introduction to Reputation • Introduction to Public Sector Research 	<p>Reputation Center</p> <ul style="list-style-type: none"> • Crisis Management • Driving action by the client • Message Testing & Triangulation • Reputation Pillars • The building blocks of a strong reputation
<p>Operations & IIS</p>	<ul style="list-style-type: none"> • Researcher's Path to Sustainable Growth • Introduction to IIS 	<ul style="list-style-type: none"> • 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

E-Learning Courses by WSBL

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
- 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
- Introduction to Designer
- Introduction to Forecasting
- Introduction to Vantis
- Post-Launch Tracking
- Innoquest innovation offer
- Raising the Bar: Become and Innovation Expert

MarketQuest

- Getting Familiar with the Censydiam Framework
- Introduction to Censydiam suite of tools
- 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 Suite

P2P/Shopper

- Shopper Research: Why do we need it?

Ipsos 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

Healthcare

- Healthcare Dynamics Model

- Healthcare Global Compliance
- Introducing EquityVision
- Understanding Drug Discovery and Development
- Understanding Pharmaceutical Company Structure
- Understanding Clinical Trials
- Adverse Events Reporting Requirements
- Diabetes Market Overview

Ipsos 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

Ipsos 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

Ipsos 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

E-Learning Courses by WSBL

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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LAST UPDATE SEPTEMBER 8TH - 2017

Webinar recordings available

- A Refreshed IRT Offer for ASI:Live
- Archway – An Ipsos Owned Solution
- 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
- Better outcomes for IQ Concepts and IQ CPT
- 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
- BVC Essentials #6: BVC Benchmarks and Database
- BVC Essentials #7: An Introduction to SIM (Strategic Insights Manager)
- 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



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LAST UPDATE SEPTEMBER 8TH - 2017

Webinar recordings available

- Censydiam Trends
- CIM-inspiration (2016)
- CIM-Spiration Webinar - Connect Series N.2 (2017)
- CIM-Spiration Webinar - Connect Series N. 3 (2017)
- CIM-Spiration Webinar - Connect Series N.4 (2017)
- Crisis Management & Social Networks Webinar: Managing Your Corporate Reputation
- Client Interaction Model in Action . May 2015
- Client Interaction Model in Action . July 2015
- Client Interaction Model - Storytelling Event
- Client Interaction Model in Action - Webinar #2 in Ongoing Series (July 2015)
- Client Interaction Model in Action - Webinar #3 in Ongoing Series (August 2015)
- Client Interaction Model - Proposal Writing Event (October 2015)
- Client Interaction Model in Action #1 (2016)
- Client Interaction Model in Action #2 (2016)
- Client Interaction Model in Action #3 - SPECIAL GUEST SPEAKER (2016)
- Client Interaction Model in Action #4 - Stakeholder Interviews and Power Pages (2016)
- Client Interaction Model Webinar (#5) - Special Guest Speaker: Neil Tierney from UK Design (2016)
- Client Interaction Model in Action #6 - Contextual Insights (with Guest Speakers John Eaton and Simon Atkinson) (2016)
- Client Interaction Model in Action #7 - Delivering Insightful Business Recommendations (2016)
- Client Interaction Model in Action #1 (2017) - Special Guest Speakers: Rafael Muñoz and Rafael Delgado from Ipsos Marketing, Mexico



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LAST UPDATE SEPTEMBER 8TH - 2017

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
- Crisis Management & Social Networks Webinar: Managing Your Corporate Reputation
- Delivering ASI:Live 360 to Clients
- Digital Media Process
- DISCOVER Webinar 1: Social Market Structure
- Evaluate: An Introduction to Program Evaluation
- How to (Inno) Construct Successful Concepts? InnoConstruct in Action
- How to make Ad Prompts for Tracking Studies
- Human need in testing innovation
- IMQ Global Accreditation Program
- Ipsos UU Immersion
- InnoQuest Advanced CIM "Train the Trainer"
- InnoQuest*Vantis Concepts Overview
- InnoQuest*Vantis Optimize Overview
- IQ Fast Refreshment
- iQuote for ASI:Connect
- Inspirations WEBINAR #1: ProductQuest (2016)
- Inspirations WEBINAR #2: MarketQuest - New U&A (Understanding Emotions (2016)
- Inspirations WEBINAR #3: P2P/Shopper - POS Activation (2016)



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Webinar recordings available

- 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 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
- Ipsos PMI Project
- IT Service Management Overview
- Knowledge Centre Quarterly Update
- Launch Censydiam Mobile - Brand Dip
- Learning LIFE Path - Follow



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Webinar recordings available

- Learning LIFE Path - The Pitch
- Learning LIFE Path - Qual Elements
- Loyalty Emerging Techniques - Proven Capabilities and Case Studies
- Loyalty Storytelling Refresher
- MarketQuest Advanced CIM "Train the Trainer"
- 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
- Pack Screening: Faster, Cheaper, Better
- Product Test Analytic and Survey Design Update – InnoQuest
- Putting Ipsos' Knowledge to Work
- Reminder of Online Capabilities for Early Stage research in Ipsos Connect
- Resolution and Escalation
- Social Media Exchange 1 - Sales Capabilities
- Take 5: Introduction to Kano
- Take 5: Product Development Life Cycle



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Webinar recordings available

- 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
- 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
- What's new on InnoQuest MAX
- What's up with IQ? Overview and evolution of InnoQuest offer 2017
- Win & Retain
- Win & Retain for Loyalty EMEA
- 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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