



WHAT ARE THE OBJECTIVES OF THE ITC?

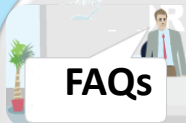


•The Ipsos Training Center provides support to all Ipsos clients in their personal and organizational growth & development.

•Our training programs provide a solid understanding of how to use and when to apply a variety of research methodologies and tools.



FREQUENTLY ASKED QUESTIONS



Where can I find more information?

You can visit the ITC webpage, contact Virginia Castellano

(virginia.castellano@ipsos.com) or write us at info_training@ipsos.com.

How do I register? You can register at:

<http://campus.ipsos-trainingcenter.com/> completing our sign up form.

Is there a cost? No, all the resources available through the e-campus are totally free of charge.

Can I see how the e-campus works? Yes, you can find a demo at www.ipsos-trainingcenter.com

Can I recommend the campus to other colleagues?

Yes, you can invite them to join our e-campus as long as they work with you in the company.

Is there any specific target for these training courses? These e-learning courses are targeted at Junior and Medium level executives from the areas of Marketing, Sales and Market Research.

Are the courses available in local languages? All the courses are only available in English.



WHAT COURSES ARE BEING OFFERED?



Our offer provides comprehensive research content:

- *Advertising Research*
- *An Introductory course to Customer & Employee Satisfaction and Loyalty*
- *Crisis Management & Social Networks Webinar*
- *Digital Strategy Presentation for Clients - Webinar*
- *Experience Optimizer*
- *Introduction to Designer*
- *Market Research overview-Module I: Intro to Market Research for Future Managers*
- *Market Research overview – Module II: World of Qualitative Studies*
- *Market Research overview – Module III: Understanding consumers, markets, and brands*
- *Market Research overview – Module IV: Testing Executional Elements*
- *Practicing English in a Marketing Environment*
- *Price Testing*
- *Product Testing*
- *Statistics*
- *The Customer in Three Dimensions*
- *Triangulation Webinar (Public Affairs)*
- *Understanding Packaging*

www.ipsos-trainingcenter.com

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