

Gain a competitive advantage in communicating analytics results that drive action for executives!

Learn how to use dashboards and analytics reporting to drive a company's competitive position and enhance its performance. By getting it right, you can save time and resources and begin to reap the benefits of your effective messaging right away. This workshop provides marketing and analytics professionals with concrete techniques for applying strategies and tools to their overall dashboard design. You'll return to work with ready-to-use job aids, tips, tricks and instructions.

This hands-on event is presented by analytics and reporting expert, Jennifer Veesenmeyer. With practical examples and practice, this is your workshop to accelerate to the next level of success. Attend Pimp Your Reports for exceptional content, invaluable connections and essential conveniences. Whether you are an analytics beginner or expert, you work at (or with) an agency or manage marketing in house – Pimp Your Reports has practical content to fit your needs.

How You Will Benefit From Attending

- Determine and analyze data that drives action
- Gain insights into writing effective analysis with clear and concise messaging
- Accounting for organizational change with business strategy
- Discover how all components of a business can come together in a cohesive dashboard
- Learn dashboard design best practices that communicate effectively with the C-suite
- Capitalize on professional feedback specific to your company
- Enjoy an invaluable peer-to-peer learning experience

“I just finished a first draft of a Marketing KPI dashboard for my boss using ‘Pimp Your Reports’ wisdom and she was pretty impressed”!

- P. Tuladhar, Lion Brand Yarn Company

Who Should Attend

Pimp Your Reports Workshop is for anyone interested in obtaining an effective, broad-based overview of the functional areas critical to successful dashboard reporting creation.

Tour Dates & Locations

We are facilitating 6 workshops nationwide at McCormick and Schmick's Seafood Restaurants between 5/18/2010 and 9/21/2010.

Date	City	Times
May 18, 2010	Chicago, IL	9:00 AM – 3:30 PM
Jun 15, 2010	Seattle, WA	9:00 AM – 3:30 PM
Jul 20, 2010	Minneapolis, MN	9:00 AM – 3:30 PM
Aug 10, 2010	Boston, MA	9:00 AM – 3:30 PM
Aug 24, 2010	New York, NY	9:00 AM – 3:30 PM
Sep 21, 2010	San Francisco, CA	9:00 AM – 3:30 PM

“I wanted to thank you for all the information you compiled for the workshop. I found it useful and I have already started to put what we learned into action. We are just waiting for feedback from the stakeholders”.

- J. Sampson, Nature Publishing Group

Additional Information

- [Speaker Info](#)
- [Facility Info](#)

Note: The course agenda may be updated as required.






Fee

- 1 day workshop - \$699

Special Feature Offering

Bring a sample dashboard or executive report to the workshop to receive specific feedback on how to improve it!

Ways to Register

-  Register online at stratigent.com/pimp-your-reports
-  Email events@stratigent.com
-  Call 1.877.427.2900
-  Fax the [PYR Registration Form](#) to 630.658.2201
-  Mail the [PYR Registration Form](#) to Stratigent, 4355 Weaver Pkwy, Suite 150, Warrenville, IL 60555