

ROI Live Virtual Certification Agenda

Day One, November 8

- Introduction and Readiness to Learn
- Expectations/Objectives
- The Business Case for ROI/Applications
- Overview of the ROI Methodology
- Certification Requirements
- Homework Assignment

Day Two, November 9

- Types of Data
- Designing for Results
- Case Application
- Homework Assignment

Day Three, November 10

- Start with Why: Business Alignment
- Make it Feasible: Selecting the Solution
- Expect Success
- Homework Assignment

Day Four, November 11

- Developing Objectives at all Levels
- Data Collection Methods
- Guiding Principles
- Homework Assignment

Day Five, November 12

- Data Collection Plan
- Data Collection on a Follow-up
- Sampling Data for Data Collection
- Case Application
- Homework Assignment
- Case Study Presentations

Day Six, November 15

- Isolating the Effects of Programs
- Homework Assignment
- Case Study Presentations

Day Seven, November 16

- Converting Data/Measures to Money
- Costs/ROI
- Intangible Benefits
- Homework Assignment
- Case Study Presentations

Day Eight, November 17

- Communication of Results
- Implementation of the ROI Methodology
- Individual Project Plan Presentations
- Homework Assignment
- Case Study Presentations

Day Nine, November 18

- ROI Forecasting
- ROI Project Plan Presentations
- Homework Assignment

Day Ten, November 19

- Post Assessment
- ROI Quiz
- ROI Project Plan Presentations
- Next Steps

Note: This agenda may be modified at any time at facilitator's discretion.

ROI Institute, Inc. • 350 Crossbrook Drive • Chelsea, AL 35043
Phone: 205-678-8101 • Website: www.roiinstitute.net • Email: info@roiinstitute.net

ROI Institute Slovene partner is • Video center d.o.o. • Sostrska cesta 2A • 1261 Ljubljana-Dobrunje
Phone: +386 (0)41 380 038 • Website: www.videocenter.si • Email: info@videocenter.si