

## ROI Live Virtual Certification Agenda

### Day One, June 20

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

### Day Two, June 21

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

### Day Three, June 22

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

### Day Four, June 23

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

### Day Five, June 24

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

### Day Six, June 27

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

### Day Seven, June 28

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

### Day Eight, June 29

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

### Day Nine, June 30

- ROI Forecasting
- ROI Project Plan Presentations
- Homework Assignment

### Day Ten, July 1

- 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](http://www.roiinstitute.net) • Email: [info@roiinstitute.net](mailto:info@roiinstitute.net)

ROI Institute Slovenian partner: Video Center d.o.o. • Sostrska cesta 2A • 1261 Ljubljana-Dobrunje  
Phone: +386 (0)41 380 038 • Website: [www.videocenter.si](http://www.videocenter.si) • Email: [info@videocenter.si](mailto:info@videocenter.si)