

Course Agenda: Managing Outreach Activities

Course Summary

Course Duration

90 min

Audience

Communications Team or IQ users who manage an office's outreach activities such as eNewsletters, Press Releases, Surveys, Town Halls, etc.

Method of Training

WebEx/remote

Market

House, Senate

Customer Service

US Senate email:
helpdesk_iq@scs.senate.gov

General Support Email:
support@IOservicesdesk.com
Live Chat support available within IQ
703-206-0188
Monday –Friday
7 AM to 7 PM (EST)

**Extended Hours vary by contract.*

Website

www.intranetquorum.com

Document Revision Date:

March 2021

DESCRIPTION
<p>Pre-requisite: New users of the IQ Tool are recommended to take the <i>Introduction to IQ</i> course prior to attending this course.</p> <p>This content of this course is focused on the activities and features associated with the <i>Outreach</i> module of the IQ Tool.</p>
OPTIONAL
<p>To enhance the learning experience of this virtual training, participants may follow the instructions provided in the presentation by logging into their IQ account using an additional workstation.</p> <p>Since the training session is a LIVE demonstration, please keep in mind that technical issues unrelated to the course may need to be addressed outside the session by an Office IQ Consultant.</p>

1 Introduction

Overview of Outreach Activities: eNewsletters/Press, Surveys, Web Forms and Town Hall Events

2 Audience

Using the Audience Builder

3 eNewsletters / Press Releases

Creating and Publishing an eNewsletter/Press Release
Creating AB Tests

4 Surveys and Web Forms

Creating and Managing Surveys and Web Forms

5 Search and Views

Conducting Basic and Advanced Search for Outreach records
Viewing records via Lists, Graphs, or Maps

6 Reports

Generating Reports for eNewsletters

7 Wrap Up