

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@scc.senate.gov](mailto:helpdesk_iq@scc.senate.gov)

General Support Email:
support@IQservicedesk.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:

December 2020

Training Agenda

Course: Managing Outreach Activities

Pre-requisite: New users of the IQ Tool are recommended to take the *Introduction to IQ* course prior to attending this course.

This content of this course is focused on the activities and features associated with the *Outreach* module of the IQ Tool.

1 Introduction

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

2 Audience

Using the Audience Builder

3 Enewsletters and Press Releases

Creating an eNewsletter/Press Release
Sending an eNewsletter/Press Release
Creating AB Tests

4 Surveys

Creating and Managing Surveys

5 Web Forms

Overview of Web Forms

6 Town Hall Events

Setting up Town Hall audience list
Managing Town Hall activities

7 Search

Conducting Basic and Advanced Search for Outreach records

8 Viewing of Outreach Records

Viewing records via lists, graphs, or maps

9 Wrap Up