



Take your professional skills to the next level

Data Scouts Masterclass



Courses are run in Sydney, Melbourne, Brisbane, Canberra, Perth, San Francisco, New York, Chicago, Singapore and London.

Are you a seasoned industry professional looking to expand your knowledge and challenge the status quo of Marketing Automation, Customer Relationship Management and Lifecycle Marketing? If so, the Data Scouts Masterclass is perfect for you!

The Masterclass covers the latest insights into how organisations are driving successful best practice digital transformation.

All course participants who complete the masterclass will be certified as a Data Scouts Certified Consultant.

AGENDA

- ✓ **Strategy** - How to develop a 'customer first' vision combined with strategic pillars
- ✓ **Campaigns** - How to develop 'customer first' campaigns that support your strategy
- ✓ **Operations** - How to develop an 'employee first' culture to deliver your 'customer first' initiatives
- ✓ **Technology** - How to develop a technology roadmap to support your future state

ASSUMED KNOWLEDGE

At least one year of relevant industry experience or a Data Scouts Certified Expert.

INVEST IN YOUR FUTURE

\$3,000 (plus GST)* per participant which includes 12 months of online access to our customer community.

**All not-for-profit organisations receive a 10% discount. Discounts also apply for groups of 3 or more.*

GET IN TOUCH

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