



SMASHFLY

SmashFly University

Course Catalog

May 2017

Contents

Learning and Adoption Overview..... 3

Course Offerings and Formats 4

Course Descriptions 7

 JOB-EU101: Introduction to Job Marketing 7

 JOB-EU102: Leveraging Job Marketing..... 7

 CRM-EU101: Building your SmashFly Database..... 8

 CRM-EU102: Leveraging your SmashFly Database 8

 CRM-EU103: Campaigning to Contacts..... 9

 EVT-EU101: Introduction to SmashFly Events..... 9

 SMF-SA201: Introduction to SmashFly Administration..... 10

 SMF-SA202: Content Configuration Management..... 10

 SMF-RP201: Introduction to Reporting and Analytics 11

 CMS-SA201: Introduction to Career Marketing Site Administration..... 11

 JOB-EU101 - Editable Materials and Coaching Session 12

 JOB-EU102 - Editable Materials and Coaching Session 12

 CRM-EU101 - Editable Materials and Coaching Session 13

 CRM-EU102 - Editable Materials and Coaching Session 13

 CRM-EU103 - Editable Materials and Coaching Session 14

Learning Credits 15





Learning and Adoption Overview

Our goal is to effectively train and enable our customers for ongoing learning and successful user adoption. In support of this goal, SmashFly University offers a robust set of training and curriculum content to help ensure organizational adoption of our solution.

Your organization will benefit from SmashFly University's comprehensive approach to education. Your team members will gain expertise and efficiencies to fully exploit our Recruitment Marketing Platform Solution.

SmashFly supports various options to allow users to learn and explore the product. We offer instructor-led interactive virtual training sessions for both end users and system administrators. We also have a SmashFly User Community for customer collaboration and learning. To further enhance the SmashFly User Community, we offer bi-weekly Office Hours that allow users to call in and ask questions and seek one-on-one assistance.

Couse Tailoring and Customization Options

As part of your deployment, SmashFly will “lightly tailor” course materials to align with your implementation prior to training delivery. This helps to ensure your process and nomenclature are represented. Should you desire custom exercises built to your process, or more in depth courseware customization, SmashFly offers the option of entirely custom curriculum development on an hourly SOW basis. Once custom curriculum has been built, credits utilization for training delivery will be scoped based on final course length.

On Site Course Delivery Option

Classes can be delivered on site for an additional 10 credits per Training Event. In this scenario, a SmashFly instructor will come to your facility to delivery in person, hands on training. Multiple courses may be covered in a single Training Event.





Course Offerings and Formats

| Module | ID | Course Name | Format | Length | Price Per Person(pp) Per Class (pc) | Number of Credits Per Person (pp) Per Class (pc) | Max Attendees |
|---------------|-----------|-------------------------------|---------------------------------------|---------|-------------------------------------|--|---------------|
| Job Marketing | JOB-EU101 | Introduction to Job Marketing | Private Interactive Virtual Classroom | 3 hours | \$1800.00/pc | 18/pc | 12 |
| | | | Public Interactive Virtual Classroom | 3 hours | \$300.00/pp | 3/pp | N/A |
| | JOB-EU102 | Leveraging Job Marketing | Private Interactive Virtual Classroom | 3 hours | \$1,800.00/pc | 18/pc | 12 |
| | | | Public Interactive Virtual Classroom | 3 hours | \$300.00/pp | 3/pp | N/A |

| Module | ID | Course Name | Format | Length | Price Per Person(pp) Per Class (pc) | Number of Credits Per Person (pp) Per Class (pc) | Max Attendees |
|---------------------------------|-----------|-----------------------------------|---------------------------------------|---------|-------------------------------------|--|---------------|
| Contact Relationship Management | CRM-EU101 | Building your SmashFly Database | Private Interactive Virtual Classroom | 3 hours | \$1,800.00/pc | 18/pc | 12 |
| | | | Public Interactive Virtual Classroom | 3 hours | \$300.00/pp | 3/pp | N/A |
| | CRM-EU102 | Leveraging your SmashFly Database | Private Interactive Virtual Classroom | 3 hours | \$1,800.00/pc | 18/pc | 12 |
| | | | Public Interactive Virtual Classroom | 3 hours | \$300.00/pp | 3/pp | N/A |
| | CRM-EU103 | Campaigning to Contacts | Private Interactive Virtual Classroom | 3 hours | \$1,800.00/pc | 18/pc | 12 |
| | | | Public Interactive Virtual Classroom | 3 hours | \$300.00/pp | 3/pp | N/A |





| Module | ID | Course Name | Format | Length | Price Per Person(pp) Per Class (pc) | Number of Credits Per Person (pp) Per Class (pc) | Max Attendees |
|--------|-----------|---------------------------------|---------------------------------------|---------|-------------------------------------|--|---------------|
| Events | EVT-EU101 | Introduction to SmashFly Events | Private Interactive Virtual Classroom | 3 hours | \$1800.00/pc | 18/pc | 12 |
| | | | Public Interactive Virtual Classroom | 3 hours | \$300.00/pp | 3/pp | N/A |

| Module | ID | Course Name | Format | Length | Price Per Person(pp) Per Class (pc) | Number of Credits Per Person (pp) Per Class (pc) | Max Attendees |
|----------------|-----------|--|--------------------------------------|---------|-------------------------------------|--|---------------|
| Administration | SMF-SA201 | Introduction to Administration Configuration | Public Interactive Virtual Classroom | 3 hours | \$300.00/pp | 3/pp | N/A |
| | SMF-SA202 | Content Configuration Management | Public Interactive Virtual Classroom | 3 hours | \$300.00/pp | 3/pp | N/A |

| Module | ID | Course Name | Format | Length | Price Per Person(pp) Per Class (pc) | Number of Credits Per Person (pp) Per Class (pc) | Max Attendees |
|-----------|-----------|--|--------------------------------------|---------|-------------------------------------|--|---------------|
| Reporting | SMF-RP201 | Introduction to SmashFly Reporting and Analytics | Public Interactive Virtual Classroom | 3 hours | \$300.00/pp | 3/pp | N/A |

| Module | ID | Course Name | Format | Length | Price Per Person(pp) Per Class (pc) | Number of Credits Per Person (pp) Per Class (pc) | Max Attendees |
|-----------------------|------------|--|--------------------------------------|---------|-------------------------------------|--|---------------|
| Career Marketing Site | SMF-CMS201 | Introduction to Career Marketing Site Administration | Public Interactive Virtual Classroom | 3 hours | \$300.00/pp | 3/pp | N/A |





| Module | ID | Course Name | Format | Length | Price Per Person(pp) Per Class (pc) | Number of Credits Per Person (pp) Per Class (pc) | Max Attendees |
|---------------------------------|-----------|-----------------------------------|---------------------------------------|--------|---|--|---------------|
| Editable Materials and Coaching | JOB-EU101 | Introduction to Job Marketing | Private Interactive Virtual Classroom | 1 hour | \$3,000/pc includes editable courseware | 30/pc | 6 |
| | JOB-EU102 | Leveraging Job Marketing | | | | | |
| | CRM-EU101 | Building your SmashFly Database | | | | | |
| | CRM-EU102 | Leveraging your SmashFly Database | | | | | |
| | CRM-EU103 | Campaigning to your Contacts | | | | | |

* In order to purchase any of the sessions with accompanying editable materials, attendance in correlating course(s) is a prerequisite.

| Module | ID | Course Name | Format | Length | Price Per Person(pp) Per Class (pc) | Number of Credits Per Person (pp) Per Class (pc) | Max Attendees |
|-----------------|----|-------------------------|-------------------------|--------|-------------------------------------|--|---------------|
| Customer Choice | NA | Private Working Session | Private Working Session | 1 hour | \$600.00/pc | 6/pc | 12 |





Course Descriptions

| JOB-EU101: Introduction to Job Marketing | | |
|--|--|--------------------------------------|
| Description | <p>Just getting started using SmashFly Job Marketing? Then this introductory course that covers the fundamentals of Job Marketing is for you! Participants will learn how to: access the system, add and use SmashFly Easy Links, post and update jobs on job boards, access SmashFly as a candidate, run campaigns to social sites, promote a single job to various geographic locations, and review job posting status and metrics. Learn how to get the most out of your Job Marketing!</p> <p>Note: This is part one of a two part series; students usually schedule this class plus JOB-EU102: Leveraging Job Marketing on consecutive days.</p> | |
| Audience | End Users and System Administrators | |
| Prerequisite | No | |
| Materials | Agenda, Activity Guide, and QuickSheet in PDF Format | |
| Delivery | Private Interactive Virtual Classroom | Public Interactive Virtual Classroom |
| Tailored Training | Yes | No |
| Duration | 3 hours | 3 hours |

| JOB-EU102: Leveraging Job Marketing | | |
|-------------------------------------|---|--------------------------------------|
| Description | <p>Ready to learn more about Job Marketing in SmashFly? Take your campaigning to the next level by attending this intermediate Job Marketing course that focuses on Job Campaigns. Topics include how to run the following campaigns: CRM Job Email, Talent Network, and SMS. In addition, participants will learn how to create multiple instances of job postings and how to leverage Job Lists and their associated Contacts.</p> <p>Note: This is part two of a two part series; students usually schedule this class plus JOB-EU101: Introduction to Job Marketing on consecutive days.</p> | |
| Audience | End Users and System Administrators | |
| Prerequisite | JOB-EU101 | |
| Materials | Agenda, Activity Guide, and QuickSheet in PDF Format | |
| Delivery | Private Interactive Virtual Classroom | Public Interactive Virtual Classroom |
| Tailored Training | Yes | No |
| Duration | 3 hours | 3 hours |





| CRM-EU101: Building your SmashFly Database | | |
|--|---|--------------------------------------|
| Description | <p>Get ready to add contacts to your SmashFly database! There are multiple ways to add contacts to your database so you can communicate with them about jobs. Take this introductory course that covers the fundamentals of Contact Relationship Management (CRM). Participants will learn about accessing the system, using Talent Network Forms, and adding Contacts to the system via GrabIt!, eMail Inhaler, Bulk Import, Data File Import, and Web Sourcing. Additional topics include working with Feedback Requests and Companies.</p> <p>Note: This is part one of a three part series; students usually schedule this class plus CRM-EU102: Leveraging Your SmashFly Database and CRM-EU103: Campaigning to Contacts on consecutive days.</p> | |
| Audience | End Users and System Administrators | |
| Prerequisite | No | |
| Materials | Agenda and QuickSheet in PDF Format | |
| Delivery | Private Interactive Virtual Classroom | Public Interactive Virtual Classroom |
| Tailored Training | Yes | No |
| Duration | 3 hours | 3 hours |

| CRM-EU102: Leveraging your SmashFly Database | | |
|--|---|--------------------------------------|
| Description | <p>Take your CRM skills to the next level. In CRM-EU101, you learned about adding Contacts to your SmashFly database. Now take this intermediate CRM course that focuses on leveraging the contacts you've gathered. Learn how to run, save, and edit a Contact Search; work with and change Contact List Views and Folders; set Contact Status; add tasks and notes; and manage Contacts using Tags.</p> <p>Note: This is part two of a three part series; students usually schedule this class plus CRM-EU101: Building Your SmashFly Database and CRM-EU103: Campaigning to Contacts on consecutive days.</p> | |
| Audience | End Users and System Administrators | |
| Prerequisite | CRM-EU101 (Recommended) | |
| Materials | Agenda and QuickSheet in PDF Format | |
| Delivery | Private Interactive Virtual Classroom | Public Interactive Virtual Classroom |
| Tailored Training | Yes | No |
| Duration | 3 hours | 3 hours |





| CRM-EU103: Campaigning to Contacts | | |
|------------------------------------|---|--------------------------------------|
| Description | <p>You've gathered and managed Contacts in your SmashFly database. Now what? Attend this advanced CRM course that focuses on campaigning to your Contacts. Learn to work with a variety of campaigns, including CRM Job Email, Marketing Email, SMS Marketing, and Marketing Links Campaigns. Learn how to send manual emails to contacts as well as monitor your campaigns to see what's getting the results you need.</p> <p>Note: This is part three of a three part series; students usually schedule this class plus CRM-EU101: Building your SmashFly Database and CRM-EU102: Leveraging Your SmashFly Database on consecutive days.</p> | |
| Audience | End Users and System Administrators | |
| Prerequisites | CRM-EU101 and CRM-EU102 (Recommended) | |
| Materials | Agenda and QuickSheet in PDF Format | |
| Delivery | Private Interactive Virtual Classroom | Public Interactive Virtual Classroom |
| Tailored Training | Yes | No |
| Duration | 3 hours | 3 hours |

| EVT-EU101: Introduction to SmashFly Events | | |
|--|---|--------------------------------------|
| Description | <p>Want to get started using SmashFly Events? Then this introductory course that covers the fundamentals of Events is for you! Participants will learn how to: access the system, post and update Events for both Internal and External audiences, manage registrations, keep registrants informed and updated on Event details, promote Events using various campaign tactics, and monitor Event metrics. Learn how to get the most out of your Events module!</p> | |
| Audience | End Users and System Administrators | |
| Prerequisite | No | |
| Materials | Agenda, Activity Guide, and QuickSheet in PDF Format | |
| Delivery | Private Interactive Virtual Classroom | Public Interactive Virtual Classroom |
| Tailored Training | Yes | No |
| Duration | 3 hours | 3 hours |





| SMF-SA201: Introduction to SmashFly Administration | |
|--|--|
| Description | <p>Help your organization get the most out of SmashFly's features by attending this introductory course that covers the fundamentals of SmashFly Administration. Participants will learn how to: access and add to the media library, work with Privilege and Sourcing Groups, add and modify Users, create teams, manage Source Codes, manage web sourcing accounts, and review job board settings.</p> <p>Note: This is part one of a two part series; students usually schedule this class plus SMF-SA202: Content Configuration Management on consecutive days.</p> |
| Audience | System Administrators |
| Tailored Training | N/A |
| Prerequisites | No |
| Materials | Agenda and QuickSheet in PDF Format |
| Duration | 3 hours |
| Delivery | Public Interactive Virtual Classroom |

| SMF-SA202: Content Configuration Management | |
|---|--|
| Description | <p>Move beyond the basics of SmashFly Administration in this intermediate course that covers Content Configuration. Participants will learn how to: create and use custom fields, build Talent Forms, create Job and Marketing Email Templates, and create Workflows to automate recruiting activities.</p> <p>Note: This is part two of a two part series; students usually schedule this class plus SMF-SA201: Introduction to SmashFly Administration on consecutive days.</p> |
| Audience | System Administrators |
| Tailored Training | N/A |
| Prerequisites | SMF-SA201 (Recommended) |
| Materials | Agenda and QuickSheet in PDF Format |
| Duration | 3 hours |
| Delivery | Public Interactive Virtual Classroom |





SMF-RP201: Introduction to Reporting and Analytics

| | |
|--------------------------|--|
| Description | This class will help you get started with SmashFly Standard Reports and SmashFly Analytic Dashboards. Topics include running a standard report, navigating Analytic Dashboards, working with Dashboard Widgets, drilling into and downloading data, and using Filters. The class will also include use cases for some of the Dashboards. |
| Audience | Report and/or Dashboard Users |
| Tailored Training | N/A |
| Prerequisites | No |
| Materials | Agenda, Activity Guide, and QuickSheet in PDF format |
| Duration | 3 hours |
| Delivery | Public Interactive Virtual Classroom |

CMS-SA201: Introduction to Career Marketing Site Administration

| | |
|--------------------------|--|
| Description | Do you have a SmashFly Career Marketing site (CMS)? If you do, then you will want to join us to learn what content can be updated and added by your CMS Administrators. Participants will learn about the different kinds of pages that comprise a Career Marketing Site and how they can be modified. Topics include how to add custom content (text, images, videos) on a standard page and how to create custom pages to elevate your corporate brand or to highlight a hiring initiative. Note: This class is not intended to teach HTML. |
| Audience | Career Marketing Site Administrators |
| Tailored Training | N/A |
| Prerequisites | No |
| Materials | Agenda, Activity Guide, and QuickSheet in PDF format |
| Duration | 3 hours |
| Delivery | Public Interactive Virtual Classroom |





| JOB-EU101 - Editable Materials and Coaching Session | |
|---|---|
| Description | A coaching course on preparation and delivery of JOB-EU101. Thorough review of all materials including key tailoring points, demo assistance and participant troubleshooting. Staging procedures are also discussed and stepped through for comprehension and accurate session preparation. |
| Audience | Designated SmashFly Trainers: Individuals who have been identified by their company to train other team members on the SmashFly system. |
| Prerequisite | In order to purchase this session with accompanying editable materials, attendance in correlating course is a prerequisite. |
| Materials | Presentation with notes in PowerPoint Format and QuickSheet and Agenda in Word Format |
| Duration | 1 hour |
| Delivery | Private Working Session |

| JOB-EU102 - Editable Materials and Coaching Session | |
|---|---|
| Description | A coaching course on preparation and delivery of JOB-EU102. Thorough review of all materials including key tailoring points, demo assistance and participant troubleshooting. Staging procedures are also discussed and stepped through for comprehension and accurate session preparation. |
| Audience | Designated SmashFly Trainers: Individuals who have been identified by their company to train other team members on the SmashFly system. |
| Prerequisite | In order to purchase this session with accompanying editable materials, attendance in correlating course is a prerequisite. |
| Materials | Presentation with notes in PowerPoint Format and QuickSheet and Agenda in Word Format |
| Duration | 1 hour |
| Delivery | Private Working session |





| CRM-EU101 - Editable Materials and Coaching Session | |
|---|---|
| Description | A coaching course on preparation and delivery of CRM-EU101. Thorough review of all materials including key tailoring points, demo assistance and participant troubleshooting. Staging procedures are also discussed and stepped through for comprehension and accurate session preparation. |
| Audience | Designated SmashFly Trainers: Individuals who have been identified by their company to train other team members on the SmashFly system. |
| Prerequisite | In order to purchase this session with accompanying editable materials, attendance in correlating course is a prerequisite. |
| Materials | Presentation with notes in PowerPoint Format and QuickSheet and Agenda in Word Format |
| Duration | 1 hour |
| Delivery | Private Working Session |

| CRM-EU102 - Editable Materials and Coaching Session | |
|---|---|
| Description | A coaching course on preparation and delivery of CRM-EU102. Thorough review of all materials including key tailoring points, demo assistance and participant troubleshooting. Staging procedures are also discussed and stepped through for comprehension and accurate session preparation. |
| Audience | Designated SmashFly Trainers: Individuals who have been identified by their company to train other team members on the SmashFly system. |
| Prerequisite | In order to purchase this session with accompanying editable materials, attendance in correlating course is a prerequisite. |
| Materials | Presentation with notes in PowerPoint Format and QuickSheet and Agenda in Word Format |
| Duration | 1 hour |
| Delivery | Private Working Session |





| CRM-EU103 - Editable Materials and Coaching Session | |
|---|---|
| Description | A coaching course on preparation and delivery of CRM-EU103. Thorough review of all materials including key tailoring points, demo assistance and participant troubleshooting. Staging procedures are also discussed and stepped through for comprehension and accurate session preparation. |
| Audience | Designated SmashFly Trainers: Individuals who have been identified by their company to train other team members on the SmashFly system. |
| Prerequisites | In order to purchase this session with accompanying editable materials, attendance in correlating course is a prerequisite. |
| Materials | Presentation with notes in PowerPoint Format and QuickSheet and Agenda in Word Format |
| Duration | 1 hour |
| Delivery | Private Working Session |





Learning Credits

What are Learning Credits?

Learning Credits provide a method to assist you in crafting a successful training deployment plan for your SmashFly rollout. Your Learning Credits can be used only for SmashFly Education Services, have a value of \$100 per Learning Credit, and are valid for one year from your SmashFly contract date. Your contract states the total number of Learning Credits provided.

Considerations for Your SmashFly Training Deployment Plan

- Number of Job Marketing users to be trained
- Number of CRM users to be trained
- High/low turnover within the team
- Overall size of the team
- Dispersed/Local placement of team members

When Will I Get to Discuss SmashFly Training?

This discussion will begin during the SmashFly Education Services Discovery call. Based on this discussion and your team’s training requirements, you will be able to determine how to best utilize your Learning Credits.

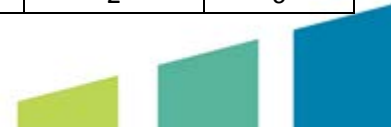
Some customers may choose to purchase additional Learning Credits to support ongoing training efforts after Go Live or if internal requirements have changed.

The following tables outline possible scenarios that you might choose for utilizing your Learning Credits.

114 Learning Credits Scenario

This scenario works really well for our smaller customers, and allows for up to 12 users to be trained on CRM and Job Marketing in private training sessions and up to 2 users to be trained on System Administration, Career Marketing Site, and Reporting in public training sessions.

| Course Name | Audience | Private | Public | Attendees | Credits |
|---|------------------|---------|--------|-----------|---------|
| JOB-EU101: Introduction to Job Marketing | End Users | X | | 12 | 18 |
| JOB-EU102: Leveraging Job Marketing | End Users | X | | 12 | 18 |
| CRM-EU101: Building your SmashFly Database | End Users | X | | 12 | 18 |
| CRM-EU102: Leveraging your SmashFly Database | End Users | X | | 12 | 18 |
| CRM-EU103: Campaigning to your Contacts | End Users | X | | 12 | 18 |
| SMF-SA201: Introduction to Administration | Administrators | | X | 2 | 6 |
| SMF-SA202: Content Configuration Management | Administrators | | X | 2 | 6 |
| SMF-RP201: Introduction to Reporting and Analytics | Admins/Key Users | | X | 2 | 6 |
| CMS-SA201: Introduction to Career Marketing Site Administration | Admins/Key Users | | X | 2 | 6 |





204 Learning Credits Scenario

This scenario works really well for our customers who have about 24 End Users who need to be trained and do not plan on training their own End Users.

This allows for up to 24 users to be trained on CRM and Job Marketing in private training sessions and up to 2 users to be trained on System Administration, Career Marketing Site, and Reporting in public sessions.

| Course Name | Audience | Private | Public | Attendees | Credits |
|---|------------------|---------|--------|-----------|---------|
| JOB-EU101: Introduction to Job Marketing | End Users | X | | 12 | 18 |
| JOB-EU101: Introduction to Job Marketing | End Users | X | | 12 | 18 |
| JOB-EU102: Leveraging Job Marketing | End Users | X | | 12 | 18 |
| JOB-EU102: Leveraging Job Marketing | End Users | X | | 12 | 18 |
| CRM-EU101: Building your SmashFly Database | End Users | X | | 12 | 18 |
| CRM-EU101: Building your SmashFly Database | End Users | X | | 12 | 18 |
| CRM-EU102: Leveraging your SmashFly Database | End Users | X | | 12 | 18 |
| CRM-EU102: Leveraging your SmashFly Database | End Users | X | | 12 | 18 |
| CRM-EU103: Campaigning to your Contacts | End Users | X | | 12 | 18 |
| CRM-EU103: Campaigning to your Contacts | End Users | X | | 12 | 18 |
| SMF-SA201: Introduction to Administration | Administrators | | X | 2 | 6 |
| SMF-SA202: Content Configuration Management | Administrators | | X | 2 | 6 |
| SMF-RP201: Introduction to Reporting and Analytics | Admins/Key Users | | X | 2 | 6 |
| CMS-SA201: Introduction to Career Marketing Site Administration | Admins/Key Users | | X | 2 | 6 |





264 Learning Credits Scenario

This scenario works really well for our mid-size to large customers who plan on training their own users.

This allows for up to 12 key users /trainers to be trained on CRM and Job Marketing in private training sessions and up to 2 users to be trained on System Administration, Career Marketing Site, and Reporting in public training sessions.

In this scenario, you will receive editable materials for end user CRM and Job Marketing classes. This includes an editable PowerPoint with speaker notes, an Activity Guide to be used by participants during training, and a QuickSheet that can be used after Go Live.

| Course Name | Audience | Private | Public | Attendees | Credits |
|--|------------------|---------|--------|-----------|---------|
| JOB-EU101: Introduction to Job Marketing | End Users | X | | 12 | 18 |
| JOB-EU102: Leveraging Job Marketing | End Users | X | | 12 | 18 |
| CRM-EU101: Building your SmashFly Database | End Users | X | | 12 | 18 |
| CRM-EU102: Leveraging your SmashFly Database | End Users | X | | 12 | 18 |
| CRM-EU103: Campaigning to your Contacts | End Users | X | | 12 | 18 |
| SMF-SA201: Introduction to Administration | Administrators | | X | 2 | 6 |
| SMF-SA202: Content Configuration Management | Administrators | | X | 2 | 6 |
| SMF-RP201: Introduction to Reporting and Analytics | Admins/Key Users | | X | 2 | 6 |
| CMS-SA201: Introduction to Career Marketing Site Administration | Admins/Key Users | | X | 2 | 6 |
| Editable Materials and a one hour coaching session for the following classes: | | | | | |
| JOB-EU101 – Editable Materials and Coaching | Trainers | X | | 12 | 30 |
| JOB-EU102 – Editable Materials and Coaching | Trainers | X | | 12 | 30 |
| CRM-EU101 – Editable Materials and Coaching | Trainers | X | | 12 | 30 |
| CRM-EU102 – Editable Materials and Coaching | Trainers | X | | 12 | 30 |
| CRM-EU103 – Editable Materials and Coaching | Trainers | X | | 12 | 30 |





339 Learning Credits Scenario

This scenario works really well for our mid-size to large customers who would like to send their Core Team through end user training at the start of their Implementation and then plan on training their own users.

This allows for up to 5 users to attend our public CRM and Job Marketing classes, up to 12 key users /trainers to be trained on CRM and Job Marketing in private training sessions, and up to 2 users to be trained on System Administration, Career Marketing Site and Reporting in public training sessions.

In this scenario, you will receive editable materials for end user CRM and Job Marketing classes. This includes an editable PowerPoint with speaker notes, an Activity Guide to be used by participants during training, and a QuickSheet that can be used after Go Live.

| Course Name | Audience | Private | Public | Attendees | Credits |
|--|------------------|---------|--------|-----------|---------|
| JOB-EU101: Introduction to Job Marketing | Admins/Core Team | | X | 5 | 15 |
| JOB-EU102: Leveraging Job Marketing | Admins/Core Team | | X | 5 | 15 |
| CRM-EU101: Building your SmashFly Database | Admins/Core Team | | X | 5 | 15 |
| CRM-EU102: Leveraging your SmashFly Database | Admins/Core Team | | X | 5 | 15 |
| CRM-EU103: Campaigning to your Contacts | Admins/Core Team | | X | 5 | 15 |
| SMF-SA201: Introduction to Administration | Administrators | | X | 2 | 6 |
| SMF-SA202: Content Configuration Management | Administrators | | X | 2 | 6 |
| JOB-EU101: Introduction to Job Marketing | End Users | X | | 12 | 18 |
| JOB-EU102: Leveraging Job Marketing | End Users | X | | 12 | 18 |
| CRM-EU101: Building your SmashFly Database | End Users | X | | 12 | 18 |
| CRM-EU102: Leveraging your SmashFly Database | End Users | X | | 12 | 18 |
| CRM-EU103: Campaigning to your Contacts | End Users | X | | 12 | 18 |
| SMF-RP201: Introduction to Reporting and Analytics | Admins/Key Users | | X | 2 | 6 |
| CMS-SA201: Introduction to Career Marketing Site Administration | Admins/Key Users | | X | 2 | 6 |
| Editable Materials and a one hour coaching session for the following classes: | | | | | |
| JOB-EU101 – Editable Materials and Coaching | Admins/Trainers | X | | 12 | 30 |
| JOB-EU102 – Editable Materials and Coaching | Admins/Trainers | X | | 12 | 30 |
| CRM-EU101 – Editable Materials and Coaching | Admins/Trainers | X | | 12 | 30 |
| CRM-EU102 – Editable Materials and Coaching | Admins/Trainers | X | | 12 | 30 |
| CRM-EU103 – Editable Materials and Coaching | Admins/Trainers | X | | 12 | 30 |

