The Alchemer Ultimate Training – Day One

8:00am  
**Breakfast** – Provided by Alchemer

8:30am  
**Introductions**

9:45am  
**Enhancing Survey Questions**  
Explore the best question types to use for your projects, and how to customize these questions to collect clear data.

**Specialty Question Types**  
Learn how to collect specific data using the following Specialty Question Types: Image Select, Image Heatmap, Grouping (Card Sort), Contact Forms, Cascading Dropdown Menu and the Signature Question.

10:45am  
**Break**

11:00am  
**Logic**  
Learn how to create a customized survey experience using the Alchemer logic builder.

**Advanced Logic & Repeating**  
Explore how to use advanced logic and piping to customize your surveys in a way that makes every survey taker feel like the survey is tailored to them.

12:00pm  
**Lunch** – Provided by Alchemer
1:00pm
**Actions**
Explore Alchemer’s most popular Actions including the Email Action, Quiz Score Action, Percent Branch Action, and Page Timer.

**Advanced Actions & Merge Codes**
Learn how to use Advanced Actions to perform tasks in your surveys behind the scenes. In this course we will explore how to add Login Password Actions, Merge Codes and Hidden Values to your surveys.

2:00pm
**Break**

2:15pm
**Survey Style & Mobile Optimization**
Learn how to style and brand your survey using logos, custom colors, fonts, and other options. Preview and discuss Alchemer’s mobile optimization and layout options.

**Advanced Survey Style**
Learn how to fully customize the look and feel of your survey using custom text, CSS and HTML. Enhance your survey theme by adding features not available in the standard style palette.

3:15pm
**Break**

3:30pm
**Multi-User Account Management**
Explore a variety of tools designed to help you maximize the administrative features of an Alchemer Multiuser Account. Discover how to manage, organize and control access to specific projects and permissions within the same account.

**Q&A / Project Workshop**
Join members of our team for attendee-driven group Q&A, or work out other project solutions.
The Alchemer Ultimate Training – Day Two

8:00am
Breakfast – Provided by Alchemer

8:30am
Introduce Day 2 Agenda

8:45am
Time Saving Tips
Discover ways to build surveys more efficiently using Time Saving Tips created by our team of experts.

Q&A / Project Workshop
Join members of our team for attendee-driven group Q&A, or work out other project solutions.

9:30am
Break

9:45am
Email Campaigns & Survey Distribution
Discover the many ways to distribute your Alchemer projects. Learn how to build, customize and schedule an Email Campaign using a custom contact list.

Alchemer Integrations
Join us for a tour of the Google Spreadsheet, Salesforce, and Tableau integrations.

10:45am
Break

11:00am
Survey Responses & Exports
Jump into your data by learning how to view and tailor the individual response matrix to maximize efficiency when administering projects. Next, create and customize CSV exports of your data.

Data Import
Learn how to import data into a survey from other survey exports and external sources (like paper surveys or other survey software).
12:00pm
  Lunch – Provided by Alchemer

1:00pm
  Customizing the Standard Report: Part 1
  Take a tour of the Alchemer Standard Report. Learn how to customize options,
  add elements, and tailor the report content to fit your data needs.

  Advanced Reporting: Part 1
  Learn how to elevate the presentation of your data by adding advanced
  customizations to your Standard Reports. Discover how different advanced and
  custom question types report.

2:00pm
  Break

2:15pm
  Customizing the Standard Report: Part 2
  Dive even further into the Standard Report in Part 2 of this course. Add filters,
  segments, and custom elements to get exactly the data that you need. Finish up
  by styling and sharing the final report.

  Advanced Reporting: Part 2
  Dig in to advanced analysis and other reporting solutions in Part 2 of this course.
  Setup crosstabs, custom segments, and other advanced statistical analysis tools.

3:15pm
  Break

3:30pm
  New & Exciting Features
  The Alchemer team will showcase new features that will amplify your projects.

  Q&A / Project Workshop
  Join members of our team for attendee-driven group Q&A, or work out other
  project solutions.