



Course Aim

The aim of the Alumni Centre Training Course is to provide the attendee with the ability to record, manage Alumni students and to be able to market to them effectively.

Pre-requisites

No specific training is required prior to this training course. However, it would be advantageous if you have a basic understanding of the Internet and web browser technologies and any type of portal.

Suggested Attendees

This course is intended to provide an overview of the system for management level users and detailed knowledge of the processes and functionality of the Alumni Centre for end users.

Course Content

Alumni Students

- Identifying potential Alumni Students
- Recording New Students
- *Student Searching*
- *Corresponding with Students*
- *Recording Employment History*
- *Course History Details*
- *Recording Events*

Management

- *Managing Student Activity*
- *Marketing Alumni Students*
- *Inviting and Managing student Events*

Course Objectives

The attendee will obtain the skills to successfully record & manage Alumni Students and successfully market them using the Alumni Centre by understanding the relevant functional areas of Agresso CRM.

Methodology

An overview of the system setup functionality of Microsoft CRM, which is followed up by hands on training provided by the course leader to reinforce all aspects of the training.

Duration

1 day
From 10.00 a.m. - 16.30 p.m.

Location

Agresso's Swansea Training
Centre or customer site

Cost

POA - dependant on location.

