

## GIS CERTIFICATION PROGRAM

Geoscape® recently launched a complimentary “GIS Certification Program”, designed to provide registered GIS users with an advanced review of the system’s capabilities and functionalities. The fully-online program includes a total of twelve courses (one per month) – six of which focus on various GIS modules and six that are industry-specific. Each participant is provided the flexibility to choose which courses he/she would like to attend.

Registered participants are offered two levels of certification – GIS Expert or GIS Master (the highest certification level). Those interested in obtaining a GIS Master Certification must complete a total of six courses (four module-based and two industry-specific) and pass a final online examination with a minimum score of 80%. GIS Master Certified clients will have the opportunity to participate and provide feedback on early Beta Testing, become a member of the GIS Application Advisory Board, and earn a system credit for the company, in addition to a 50% discount on regular registration rates to Geoscape’s Multicultural Marketing Summit.

The first GIS Certification course, “Marketscape: Beyond the Basics” took place on January 29th with high registration and attendance rates. Participants found the program to be a “fantastic tool” to maximize the value of the Marketscape module.

## GIS FORUM

The GIS Forum is an interactive online community available to all GIS registered users. It is a place where participants can share opinions, questions and discuss a variety of topics related to the Geoscape Intelligence System.

The GIS Forum is intended to be an open form of communication that will enable participants to learn rapidly from each other in an efficient manner. Members of the GIS Forum will have the opportunity to share their knowledge about the GIS, discuss recent developments and System upgrades, as well as share documents.