

GIS CERTIFICATION PROGRAM

Over the past several months, Geoscape has implemented a series of internal and external processes to maximize the utility of the *Geoscape Intelligence System* (GIS) among clients. The objective has been to develop and implement an ongoing hands-on educational environment that exposes system users to all modules within the GIS system in a systematic manner over the course of several weeks. All courses are led by an experienced Geoscape instructor via online web meetings and are designed to cover data access and applications to real-life case studies. Following each segment, participants take a self-administered online exam where they can measure their system knowledge and familiarity. Participants that complete all instructional modules and the testing components are awarded the *GIS Master Certification* in recognition of their efforts and superior familiarity with GIS components. This month we are proud to recognize three individuals that have accomplished this goal:

- *Diana Rasbot, Univision*
- *Sally Wu, Univision*
- *Maggie Strickland, Border Media Partners*

The benefits derived from these educational sessions are twofold. As a result of this advanced training, system users can apply learnings from the case studies and real-life examples to their particular needs to help them better utilize the resources available within the GIS system. In addition users can identify and focus precisely on the data resources they seek quickly and efficiently, and can provide data insights and feedback to clients and colleagues on a near real-time basis.

The seminars' content elements are constantly monitored and adjusted based on feedback from participants. "These webinars are very useful," says BMP's Strickland. "I can find and analyze data in less time and more efficiently so this training is proving to be a great tool. Also, it has been a great tool to get exposure to modules that I didn't use in the past." According to Univision's Rasbot, "the pace and clarity of the sessions allowed for a thorough understanding of the course, and the downloadable materials contain valuable information for ongoing reference."

The Geoscape educational series continues this month and are open for participation by all GIS registered users. We urge you to take advantage of this ongoing opportunity for maximizing your utilization of the data and insights contained within GIS.

ABOUT THE GIS CERTIFICATION PROGRAM

The complimentary "GIS Certification Program" is 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.