



<input type="checkbox"/>	<b>Planning Measurable Communications</b>	entire 10-topic course	<b>\$2,000.00</b>	_____
<input type="checkbox"/>	Linking communication to business results		\$250.00	_____
<input type="checkbox"/>	High-value/low-value measurements		\$250.00	_____
<input type="checkbox"/>	Conducting a SWOT analysis		\$250.00	_____
<input type="checkbox"/>	Strategic vs. operational communication plans		\$250.00	_____
<input type="checkbox"/>	Measurement plans and scorecards		\$250.00	_____
<input type="checkbox"/>	Choosing research methodologies		\$250.00	_____
<input type="checkbox"/>	Measuring change communication		\$250.00	_____
<input type="checkbox"/>	Assessing the communication department's infrastructure		\$250.00	_____
<input type="checkbox"/>	Measurement issues for HR/benefits		\$250.00	_____
<input type="checkbox"/>	Emerging trends in measurement		\$250.00	_____
<input type="checkbox"/>	<b>Getting a Seat at the Table</b> (be a strategic advisor to management)	entire 4-topic course	<b>\$800.00</b>	_____
<input type="checkbox"/>	Learning your organization's business		\$250.00	_____
<input type="checkbox"/>	Prioritizing, anticipating and initiating		\$250.00	_____
<input type="checkbox"/>	Operational communication		\$250.00	_____
<input type="checkbox"/>	Consulting skills to make you more effective		\$250.00	_____
<input type="checkbox"/>	<b>Measuring Messages, Channels and Outcomes</b>	entire 9-topic course	<b>\$1,800.00</b>	_____
<input type="checkbox"/>	Measuring messages		\$250.00	_____
<input type="checkbox"/>	Measuring the mix of channels		\$250.00	_____
<input type="checkbox"/>	Measuring face-to-face communication		\$250.00	_____
<input type="checkbox"/>	Measuring electronic communication		\$250.00	_____
<input type="checkbox"/>	Measuring print/written communications		\$250.00	_____
<input type="checkbox"/>	Measuring media relations		\$250.00	_____
<input type="checkbox"/>	Measuring upward and horizontal communication		\$250.00	_____
<input type="checkbox"/>	Measuring behaviors and outcomes		\$250.00	_____
<input type="checkbox"/>	Calculating return on investment (ROI)		\$250.00	_____
<input type="checkbox"/>	<b>How to Conduct Focus Groups and Interviews</b>	entire-4 topic course	<b>\$800.00</b>	_____
<input type="checkbox"/>	Planning focus groups and selecting participants		\$250.00	_____
<input type="checkbox"/>	Developing questions and creating discussion guides		\$250.00	_____
<input type="checkbox"/>	Facilitating focus groups and interviews		\$250.00	_____
<input type="checkbox"/>	Reporting results of focus groups and interviews		\$250.00	_____
<input type="checkbox"/>	<b>How to Conduct Surveys</b>	entire 5-topic course	<b>\$1,000.00</b>	_____
<input type="checkbox"/>	Different types of surveys		\$250.00	_____
<input type="checkbox"/>	Developing wording and response scales		\$250.00	_____
<input type="checkbox"/>	Administering surveys (sampling, response rates, online/print, incentives)		\$250.00	_____
<input type="checkbox"/>	Analyzing and reporting survey results		\$250.00	_____
<input type="checkbox"/>	How/when to use statistical analysis		\$250.00	_____
<input type="checkbox"/>	<b>How to Conduct Benchmarking Studies</b>	entire 2-topic course	<b>\$400.00</b>	_____
<input type="checkbox"/>	Methodology: what to benchmark and which companies to compare against		\$250.00	_____
<input type="checkbox"/>	Analyzing and reporting benchmarking findings		\$250.00	_____
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			<b>Sales Tax</b> (If shipped within California, multiply total by .0825)	_____
			<b>Total Amount</b>	_____

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