

Quarterly Schedule October – December 2009

Highlights include:

- Schedule includes these newer topics:

- ✓ **Core: Creating Effective Lists**

This course is an introduction to using the Hoover's Build A List tool to create a unique list of companies using various data criteria.

- ✓ **Advanced: What's New at Hoover's**

This course is designed for existing Hoover's users and will cover site enhancements that launched on the Hoover's site the previous quarter. For Q4 2009, this course will include a review of the new people data available as part of the new ConnectMail tool, powered by Jigsaw.

- ✓ **Advanced: Hoover's Business Networking 101**

This course will provide an overview of business networking and how to effectively use the Hoover's networking tools like Hoover's Connect and Linked-In feature to facilitate conversations and connections to key business contacts.

- ✓ **Advanced: Researching with Hoover's**

This course is designed for users who are using Hoover's mainly for research purposes.

Registration Process

To sign up for any of the Open Trainings, follow these instructions:

Step 1 – Go to <http://hooverstraining.webex.com>

Step 2 - Find the specific session on the date you want to attend, and click the **Register** link.

Step 3 – Enter your first and last name, email address, and then click the **Register** button.

Note: You will receive a Registration Confirmation page. From here, you can add this training to your calendar. Upon registration, you will receive an email confirmation with log on information.

Instructions for Joining a Training Session

To join a training session for which you've already registered, follow these steps.

Step 1 – Click on the training link in your registration confirmation email, or from within your calendar invite.

Step 2 – Enter in your name, email address and password for training. The password for most trainings = **Training1**

Step 3 – Click the **Join Now** button and follow the prompts on your screen to join the audio conference. (**1-866-699-3239**, enter meeting session # and attendee ID#)



Hoover's Open Training

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Day of Week	Type of Training	Time	Frequency
Monday	Open Training: Relationship Manager	9am CST (45 min)	Every week
Monday	Advanced: Researching with Hoover's	11am CST (45 min)	Every week
Monday	CORE: Creating Effective Lists	Noon CST (30 min)	Every week
Monday	Advanced: Hoover's for Marketing Professionals	2pm CST (45 min)	Every week
Tuesday			
Tuesday	Advanced: Hoover's for Sales Professionals	9am CST (45 min)	Every week
Tuesday	Open Training: Prospector	11am CST (45 min)	Every week
Tuesday	Advanced: Hoover's for Business Development Professionals	12:30pm CST (45 min)	Every week
Tuesday	Advanced: What's New at Hoover's	1:00pm CST (45 min)	Every week Begins Oct. 13
Tuesday	Open Training: Researcher	2pm CST (45 min)	Every week
Tuesday	Advanced: Leveraging Industry Intelligence within Hoover's	3:30pm CST (45 min)	Bi-weekly
Wednesday			
Wednesday	Open Training: Relationship Manager	9am CST (45 min)	Every week
Wednesday	Open Training: Researcher	9:30am CST (45 min)	Every week
Wednesday	Core: Creating Effective Lists	10am CST (30 min)	Every week
Wednesday	Advanced: Hoover's for Recruiters	11am CST (45 min)	Every week
Wednesday	Advanced: Hoover's for Sales Professionals	12:30pm CST (45 min)	Every week
Wednesday	Open Training: Prospector	2pm CST (45 min)	Every week
Thursday			
Thursday	Access Hoover's for Microsoft Dynamics	9am CST (30 min)	Bi-weekly
Thursday	Advanced: Hoover's Business Networking 101	10am CST (45 min)	Bi-weekly
Thursday	Advanced: Hoover's for Marketing Professionals	11am CST (45 min)	Every week
Thursday	Access Hoover's for Salesforce	12:30pm CST (30 min)	Every week
Thursday	Open Training: Researcher	2:30pm CST (45 min)	Every week
Friday			
Friday	Advanced: Hoover's for Business Development Professionals	9am CST (45 min)	Every week
Friday	Advanced: Hoover's for Recruiters	11am CST (45 min)	Every week
Friday	Open Training: Relationship Manager	12:30pm CST (45 min)	Every week
Friday	Open Training: Prospector	2:00pm CST (30 min)	Every week

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Disclaimer

No Open Trainings will be offered on these dates below due to company holidays.

- **Thursday, November 26**
- **Friday, November 27**
- **Thursday, December 24**
- **Friday, December 25**

During these dates, please take advantage of other training resources (online tutorials, recorded trainings, reference materials, etc.) available to you via the Hoover's Training Center.

Note: The week of Monday, December 28, the Customer Education Team will only be hosting these training sessions below.

- **Open Training: Researcher**
- **Open Training: Prospector**
- **Open Training: Relationship Manager**

Note

- The Open Training sessions listed on the schedule will be available, unless otherwise notified.
- All trainings are estimated at either 30 minutes or 45 minutes to an hour, including time for Q & A.

Registration Instructions

- We encourage you to register in advance for these training sessions to guarantee your entrance.
- To provide the best learning environment for our customers, the maximum number of attendees per session has been set at 20.
- You can register for a training session via the Hoover's Training Center or you can go directly to <http://hooverstraining.webex.com> and browse the calendar to find the date and session you want to attend. For future date options, use the calendar icon or arrows to advance the calendar.
- Click on the topic of the course to view the course description for the training.
- Once you find the session you want to attend, click the "Register" link. You will receive an email confirmation of your registration that will include log on instructions.
- You can confirm your Hoover's subscription level by calling Customer Support at 1-800-486-8666.

Recorded Training Sessions

In addition to live Open Training sessions, the Customer Education Team also provides a series of recorded trainings on key topics such as the list below. Check out the full list today. New topics, separate from what we offer in the Open Training Schedule, are offered periodically. You can access these trainings anytime via <http://hooverstraining.webex.com>, and then click on the "Recorded Sessions" link on the left. Notice that there are two pages of training options available.

- ❖ COR: Hoover's Training for Researcher
- ❖ COR: Hoover's Training for Prospector
- ❖ COR: Hoover's Training for Relationship Manager
- ❖ COR: Access Hoover's for Salesforce
- ❖ COR: Industry Intelligence/First Research Introduction
- ❖ COR: Company Record Tools
- ❖ ADV: Hoover's with First Research
- ❖ ADV: Researching with Hoover's
- ❖ ADV: Hoover's for Sales Professionals
- ❖ ADV: Hoover's for Business Development Professionals
- ❖ ADV: Hoover's for Recruiters
- ❖ ADV: Hoover's for Marketing Professionals
- ❖ ADV: Hoover's for Legal Professionals
- ❖ ADV: Hoover's for Financial Analysts
- ❖ ADV: Hoover's Business Networking 101
- ❖ ADV: What's New at Hoover's
- ❖ See the full list of recorded trainings at <http://hooverstraining.webex.com>, then click "Recorded Sessions" link on left!