Create effective surveys and questionnaires that provide the answers you need to make better decisions!

Developing Effective Surveys and Questionnaires
The Complete Course on Creating On-Target Surveys That Will Help You Make Informed Decisions!

A New Three-Day Course!

PROGRAM SCHEDULE

I. An Introduction to Successful Surveys and Questionnaires
- Determining the practicality of surveys and questionnaires for your needs
- Identifying your goals: what kind of information can be gathered from surveys
- Picking which kind of survey is best suited to your needs (phone, direct mail, online, etc.)
- Quantitative or qualitative research: what’s the difference and which one are you doing?

II. Creating Better Plans With Surveys
- Outsourcing or in-house: who can handle your survey needs best?
- Planning the focus of your survey – what do you want to know?
- Pretest methods that will red flag questions or design errors
- Time and cost considerations that every survey or questionnaire project must answer
- How long should it be? Walking the line between being specific and being too long

III. Expert Insight Into Sampling for Better Results
- What sampling is and why it’s important to your project’s success
- The intrinsic value of sampling in helping you determine the population of your survey
- The 4 factors of effective sampling size
- Quick and easy sampling formulas you can use for reporting data in different ways

IV. Formatting and Survey Design to Ensure That You Get Great Results
- The importance of your title in generating feedback
- Creating an opening that clearly conveys what you hope to accomplish with this questionnaire
- Layout: using a logical flow to questions
- Avoiding built-in assumptions and the importance of using objective language
- What types of questions should you ask?
- Coding and pre-planning for better analysis afterwards

V. Designing Foolproof Questions
- Writing relevant questions – how to get the information you’re seeking
- Misleading the respondent – loaded language, double-barreled questions, and other common mistakes to avoid
- Asking sensitive questions the right way
- Confusing or unclear language and how to avoid it
- The dual-edged sword of open-ended questions: what information they can gather and what they can’t

VI. Implementation: Generating Useful Data
- How to improve response rates to your questionnaires
- Publishing your survey
- Generating reports on feedback and how to use it
- Should you offer an incentive for responses? How to know

VII. Maximize Your Survey’s Response
- Benchmarks for response rates and how your percentages rank
- 5 methods for increasing your current response rates
- Can a little thing like ink color make a big difference in your response rate? Find out here
- Foolproof timelines for following up with your surveys that can double response rates

VIII. Using External Sites to Make Survey-Generation Easier
- A plain-English look at the fundamentals of statistical research that takes the fear out of number crunching
- Basic statistics and frequency distributions – what these mean for you
- Creating and reading a data matrix to accurately weigh responses
- Missing values and what to do about them
- Generating reports and using them to adjust your strategy

IX. Presenting Your Results to Get the Decisions You Want
- Turning your data into a report anyone can read and understand
- Attention-grabbling graphics, tables, and graphs that add power to your presentations
- 5 things that you must include in every report – and what you can leave out
- Leveraging survey results to support your position

BRING THIS WORKSHOP ON-SITE.
For more information, call our Enterprise Learning Solutions department at 1-800-344-4613 or go online at www.NationalSeminarsTraining.com/onsitetraining.cfm.
In a highly competitive climate, one wrong decision can have disastrous effects on your career. You need to be absolutely 100% sure that the choices you make are based on sound data and facts, and NOT conjecture.

Successful companies everywhere are discovering that the easiest, most cost-effective and accurate way to obtain this vital information is through the use of highly targeted questionnaires and surveys that provide laser-like precision in getting the right information into your hands when you need it.

That’s why we’ve introduced this exciting three-day training event, Developing Effective Surveys and Questionnaires, to help success-minded business professionals, just like yourself, gain another tool to create better products and stronger business plans and be more responsive to your needs.

Take the mystery out of statistics – and take your surveys to a whole new level of effectiveness.

This course will systematically take you through all you need to know to conduct a survey and evaluate its results. We’ll demystify the process and provide you with a clearer understanding of how effective surveys work. By the time you’ve finished this training, you’ll look forward to the most interesting part of conducting a survey – the results!

Whether you’ve been using surveys for years and want to make them more effective or you’ve never used them before and want to learn how simple it is to uncover the information you need, you won’t want to miss this one-of-a-kind training event.

Master the art of asking the right questions – every time – in just three short days.

Even those maverick, self-made billionaires who crow about making business decisions “from their gut” never make a move without the kind of data that comes from tools like surveys and questionnaires. Now you and your company can benefit from knowing exactly what your customers want.

Effectively implement surveys and analyze the results in a meaningful way.

Once you’ve created a great survey full of insightful questions, the next step is implementing it to get results. No matter whether you’re using your own program or an online site, Developing Effective Surveys and Questionnaires will help you find the best way to put it out there, ensuring you get the response level you need. Then we’ll teach you how to use this data and put it to work for yourself, maximizing its impact.

So what are you waiting for? The survey know-how that you need to make it all happen is just one phone call or mouse click away. Register today for this exciting event and you’ll never be left guessing again.
Attend this extraordinary three-day event and you’ll learn how to …

- Make your research efforts much more effective.
- Identify clear goals for your survey before you start.
- Determine the optimal situations in which a survey will help you.
- Write questions that will generate data that you can really use.
- Avoid loaded language that can skew survey results.
- Gain maximum ROI through your distribution methods.
- Target your survey audience better so you don’t waste your time — or theirs.
- Code your surveys and statistics to make interpretation quicker, easier, and more accurate.
- Decide whether it’s cost-effective to do the surveys yourself — or outsource them to a third-party.
- Develop an immediate action plan for when the results of your survey are in — and they’re not at all what you expect.
- Recognize vague and misleading questions that will adversely affect your results every time.
- Take the mystery out of statistics and learn what responses really mean to your organization.

If these companies rely on us for training … so can you!

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— D. Yepes

“In one word — PHENOMENAL!”
— V. Price

“The content was extremely valuable.”
— F. Jenkins

“It was definitely worthwhile!”
— A. Ruiz-Long

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   Title __________________________________________   City/Event #: ____________________________________
   Email Address ___________________________________________________________________________________

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FED ID #43-1576558
This how-to packed, three-day training delivers cutting-edge survey and questionnaire techniques and strategies including:

- Picking what kind of survey will best suit your needs (phone, email, Web, direct mail, etc.)
- Outsourcing or in-house: Who can handle your survey needs the best?
- What kind of analysis will work best for your situation and when you should use it
- Safeguarding the validity of your survey questions
- 10 types of common errors to avoid for an effective study design
- 5 methods for increasing your current response rates by 70 or 80%
- How to avoid leading questions that take your data where you want it to go instead of where your business needs to go
- Turning your data into a report that anyone can read – and understand
- And much, much more!

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