

# Apteco virtual training guide

Let's make it meaningful!



# Meet the team



As a training team, we are approaching 50 years of teaching and learning experience. We are here to help you maximise the potential of Apteco software.

# We are here to help you to navigate your learning journey



This might include getting you started...



...reminding you of existing functionality or introducing you to new features...



...sharing hints and tips...



...or celebrating your successes



**Our aim is to create and deliver  
useful, interesting and enjoyable  
courses and resources...**



**...that help you to get the  
very best out of our software.**

# What to expect



## Engaging

Trainer-led courses from the comfort of your home or office, without losing real-time engagement



## Interactive

Hands-on, fully interactive learning experience with downloadable / printable training manuals



## Rewarding

When you complete one of our courses, you'll receive a certificate on completion



## Informed

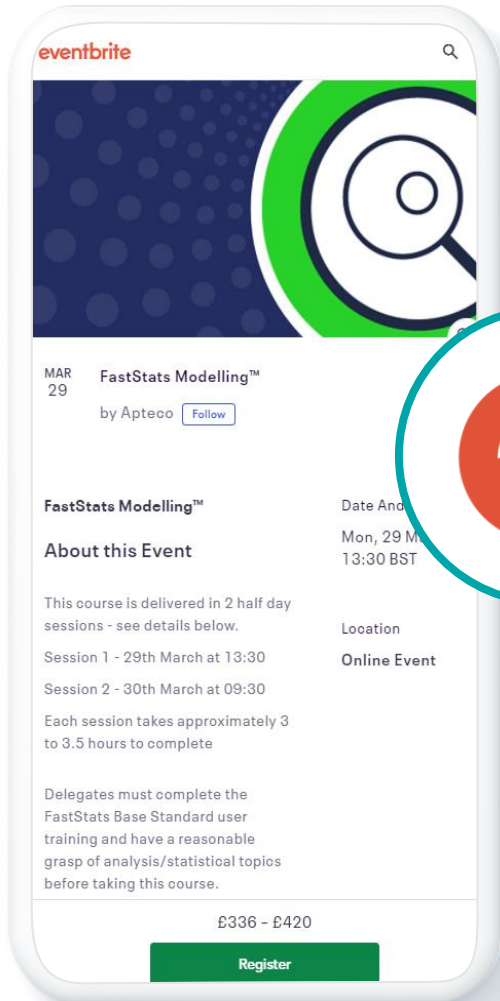
The Apteco Learning Hub, our self-access online learning environment keeps you informed, at your own pace



## Insightful

Post-training insight such as 'how-to' videos; stay connected by joining the Apteco Training group on LinkedIn and following us on Twitter





# How to Book

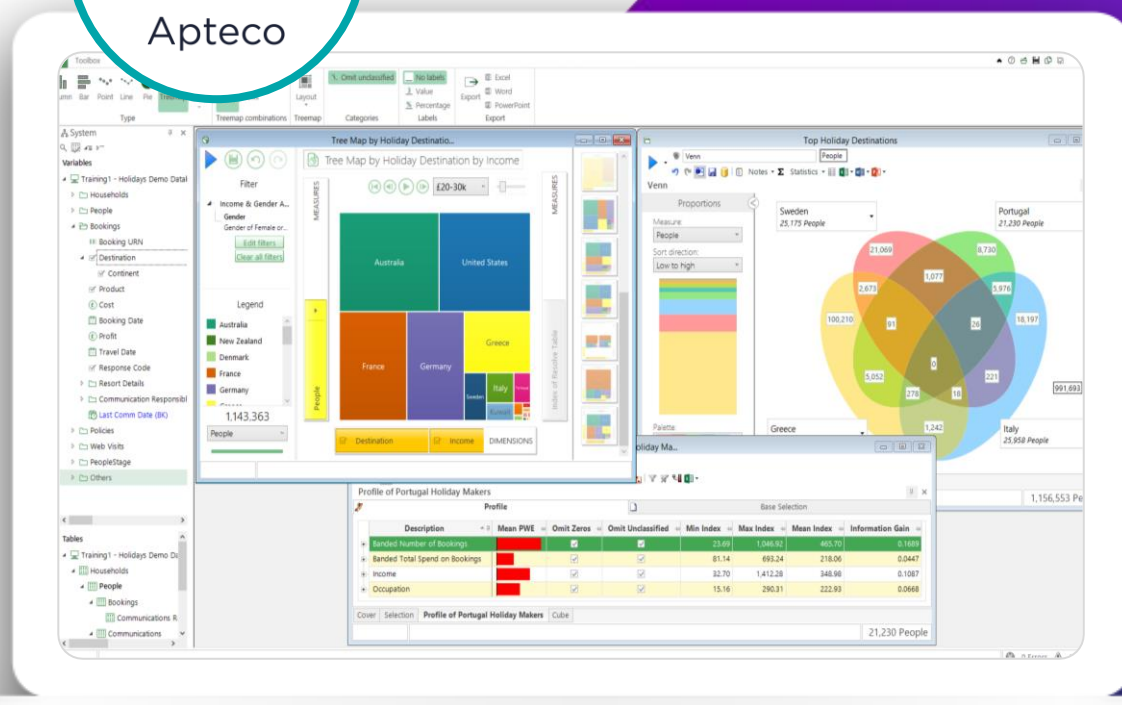
Easily select and book your training on Eventbrite or via your approved Apteco partner

[Select and book now](#)

# What platform do we use?

- Trainer-led courses are delivered via Microsoft Teams
- Download or use on browser
- Use of webcam and mute/unmute options to provide a personal and engaging experience





# Apteco Marketing Suite launcher

- All training is carried out using Apteco's Holidays demo data set
- Launcher details will be provided ahead of the day for you to install

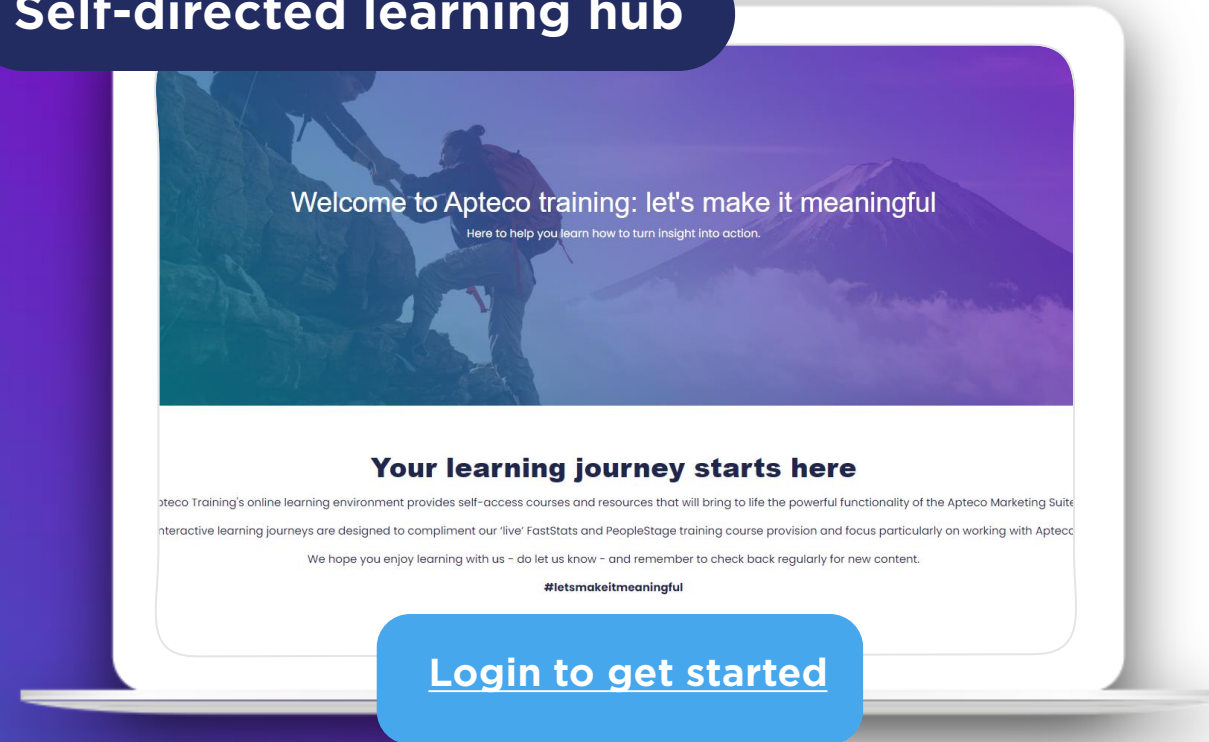


# Apteco Learning Hub

Licensed users can login to Apteco's online learning environment to find resources and courses for:

- Apteco Orbit
- Supplementing, complementing and extending your existing knowledge of the Apteco tools

## Self-directed learning hub



# What happens after you register?



## Booking confirmation

Apteco will:

1. confirm the dates and times of your training sessions
2. send you our online training pre-requisites and recommendations
3. ask you to let us know if you would like a printed copy of our training manual posted to you



## 1 week before

Your trainer will:

1. provide joining instructions and links to download and install the training system launchers
2. send you a PDF copy of the training manual



## On the day

1. Your trainer will start the training session and welcome you 15 minutes ahead of the course start time
2. The course will begin promptly at the published time



## After training

Once you are licensed you can:

1. request access to the Apteco Learning Hub
2. receive your certificate, which can be easily added to your profile on LinkedIn, and
3. join our LinkedIn group or follow us on Twitter



# What we ask from you



## Prepare

Install software,  
check your  
access and  
permissions



## Engage

Please keep your  
webcam and  
audio on

**We want to  
engage with you!**



## Focus

Book out your  
time and  
remove  
distractions

**We want you all  
to ourselves!**



## Share

We encourage  
your feedback  
and sharing

# How to choose your course

## Scheduled courses

Where 1 or 2 people from your organisation need training, they can book onto one of our public scheduled training courses:

1. Select a date
2. Contact your Apteco partner to book on your behalf, or click on the link to make your booking on Eventbrite

[Find out more](#)

## Private courses

You can also book private training courses for your team. Simply, contact your approved Apteco partner or email us to discuss your requirements

[Find out more](#)



**2 online sessions**

# **Apteco FastStats Analyser Standard**

This course gives a broad introduction to Apteco FastStats. You will gain a good understanding of how to analyse data quickly and easily.

This course is intended for data analysts and marketing professionals who use Apteco FastStats and for the IT staff who will support them.



**[View course content](#)**

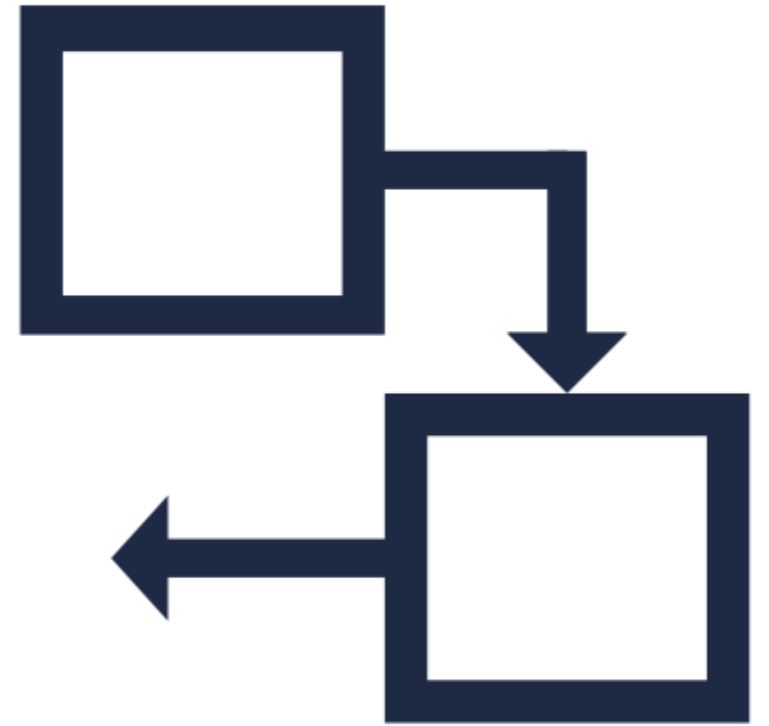


**4 online sessions**

## **Apteco PeopleStage Campaigner**

This course shows you how to use the highly visual planning environment of Apteco PeopleStage to create single- and multi-stage marketing campaigns.

This course is intended for marketing professionals who have either very little or no experience of Apteco PeopleStage.



**[View course content](#)**

# Other FastStats courses

Apteco FastStats  
Analyser Advanced  
[Find out more](#)



Apteco FastStats  
Predictor  
[Find out more](#)



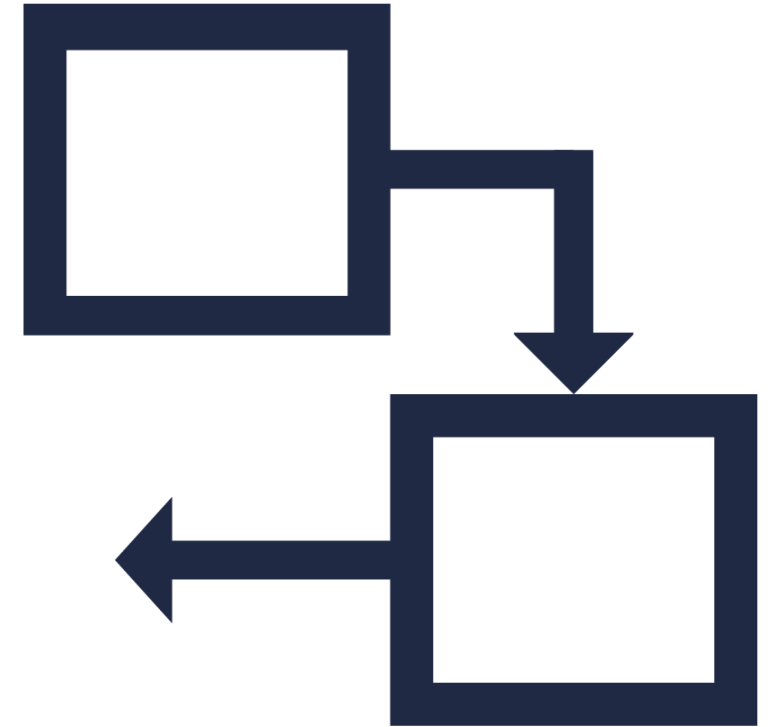
Apteco FastStats  
Behavioural Modelling  
[Find out more](#)



# Other PeopleStage courses

Apteco PeopleStage  
Broadcaster  
[Find out more](#)

Apteco PeopleStage  
Orchestrator  
(On demand, system specific course)  
[Find out more](#)



# FastStats Designer Database Administrator

This course for database administrators provides all the knowledge required to configure, load and refresh FastStats databases using FastStats Designer.

[Find out more](#)

# FastStats.NET Server Installation and Administration

This course is for Apteco Marketing Suite administrators who will be responsible for implementing and maintaining the FastStats.NET software architecture.

[Find out more](#)



# Why choose Apteco for your online training?

1

## Relevant training

Our tried and tested training courses are designed to get you up and running with the core functionality of the Apteco Marketing Suite



## Comprehensive training resources

Detailed training manuals are further supplemented by user guides, training videos, knowledge base articles and online Help Hub, as well as access for licensed users to the Learning Hub.

2

## Experienced trainers

Our trainers have just short of 50 years' experience in the teaching and training profession and are highly skilled in using Apteco functionality

3

4

## Personal learning journey

It doesn't start and end in the classroom; join the conversation and continue your learning via the Apteco Learning Hub and Apteco Training on LinkedIn and Twitter

5

## We're committed to your success

Whatever your challenges are, we can help you to overcome them - your success is our aim, and our philosophy is quite simple - let's make it meaningful!





# Keep in touch

We'd love to stay connected after  
your training

Join our LinkedIn group and find us on  
Twitter to keep up-to-date about new  
features, get hints and tips, ask  
questions, get advice and share your  
knowledge with other users.



[Apteco Training](#)



[@aptecotraining](#)

# T's and C's



As part of your Apteco project implementation, we provide full user training



You can book onto one of our trainer-led scheduled courses or, if you prefer, book a private course



Apteco training courses are only available to licensed users



If you have licensed Apteco software via an approved partner, please contact them to book your training



Apteco

INSIGHT INTO ACTION