

Training Information



Training Course	Hive Marketing Cloud
Start Time/End Time	10am to 5pm
Location:	Computer World Apex House Turner Drive Westleigh Business Park Yate, Bristol BS37 5YX
Contact Telephone Numbers	Training Centre - 01454 338 338 Hive Marketing Cloud - 0117 911 6911
Trainer	Tracey Bishop, Customer Success Manager
Cost:	£399 + VAT - Per day, per person £750 + VAT – For both days, per person Includes course content, parking, buffet lunch and refreshments

Day One – Journeys

The training day will centre around journey creation, including different types of journeys tailored for different campaigns, and how to report and analyse these journeys. After attending the course you will be able to build, execute, maintain and review results from journeys.

Agenda:
Finding your way around Hive
Customer Journeys overview
Using journey assets; global suppressions, audiences
Creating journeys; quick, multi-stage, multi-channel, audience split, new iteration
Reviewing results of journeys

Day Two – Analysis and Reporting

The training day will centre on analysis and reporting including how to create dashboards, pivots, and expressions. After attending the course you will be able to analyse, build and report on segments of data within the Hive system.

Agenda:
Simple Analysis of data using Venns, Pivots, Selections, Maps, Profile
Advanced analysis in Venns, Pivots, Selections using expressions & Parameters
Creating Dashboard Reports
Creating reports using the Excel Add in
Effectively analysing journey results and being able to garner insights

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Getting Here

Car	<p>There is ample free parking onsite.</p> <p><i>From M4 West</i></p> <p>At junction 18, take the A46 exit to Bath/Stroud. At the roundabout, take the 1st exit onto A46/Bath Rd heading to Yate/A432/Stroud/Cirencester/A433. Turn left at A432/Badminton Rd. Go through two roundabouts, then turn left at A432/ Station Rd. Go through one roundabout, then at the next roundabout, take the 1st exit onto Culvert Ave.</p> <p><i>From Bristol/M32</i></p> <p>At junction 1, take the A4174 exit to Ring Rd. At the roundabout, take the 1st exit onto A4174/Avon Ring Rd heading to Kingswood/Frenchay. Go through one roundabout, then at the roundabout, take the 1st exit onto A432/Badminton Rd. At the roundabout, take the 3rd exit onto Culvert Ave.</p>
Rail	<p>Yate Railway Station – 0.3miles Bristol Parkway Railway Station – 4.3 miles</p> <p><i>From Bristol Parkway or Temple Meads Station</i></p> <p>Take the Warminster Great Malvern train service to Yate Railway Station.</p>
Bus	<p><i>From Bristol Parkway Station</i></p> <p>Take the 581 Wessex Connect bus service to ‘The Swan’ in Yate.</p> <p><i>From Bristol City Centre</i></p> <p>Service 342 or 327 FIRST Somerset & Avon from Bristol City Centre, Marlborough Street Bus Station to ‘The Swan’ in Yate.</p>

Nearby Hotels

Aztech Bristol	https://www.aztechotelbristol.co.uk/	15 minutes by car
Lodge at Bristol	https://www.lodgeatbristol.co.uk/	15 minutes by car
Double Tree by Hilton	https://doubletree3.hilton.com	15 minutes by car
Premier Inn Bristol East (Emersons Green)	https://www.premierinn.com/	10 minutes by car
The Dog Inn	http://www.the-dog-inn.co.uk/	5 minutes by car

Equipment – There is no need to bring along a laptop as all equipment will be provided.