

# Agenda

## Day 1: 8:30 am to 4:30 pm

MAAX Demonstration (first 30 minutes – anyone is welcome)

Starting MAAX

Making Selections

Processing Lists

Creating and Interpreting Venn Diagrams

Queries

## Day 2: 8:30 am to 4:30 pm

Review

Bandings

Crosstabs

Multi-Dimensional Analysis

Virtual Fields

Sharing MAAX Elements

Recency Frequency Value

Performing Statistical Analysis

Mapping with MAAX



## Day 3: 8:30 am to 12:00 pm

Review

The APIC Model for Campaign Management

Campaign Planner

Sample Campaign 1: An Acquisition Campaign (as a class)

Sample Campaign 2: A Reactivation Campaign (independently)

Sample Campaign 3: A Renewal Marketing Campaign (pending time)

Certification Exam

Evaluations

Product Support Information

The MAAX Forum

Conclusion