

OPTICON 17 / Education Day

OPERATIONALIZING FULL STACK AND APP EXPERIMENTATION FOR PRODUCT MANAGERS

Morning Session | Price: \$450

Eager to experiment within your app, but unsure how to optimally align experimentation with your product development cycle? Many product organizations face the challenge of incorporating experimentation into agile release planning. This track will help you to build a process to democratize experimentation across your product team.

You will learn how to:

- Identify opportunities for testing within your product development process
- Shorten the feedback loop between design, development, product launch, and iteration, by experimenting within every release
- Roll out new features in phases to targeted users with feature flagging
- Execute omni-channel experiments to test across all of your customer touchpoints

This course is best suited for:

- Users of Optimizely Full Stack, Mobile, and/or OTT
- Product Managers who own experimentation programs

MAKING THE TRANSITION FROM OPTIMIZEZY CLASSIC TO OPTIMIZEZY X WEB EXPERIMENTATION

Morning Session | Price: \$450

Ready to make the transition from Optimizely Classic to Optimizely X? In this track you'll learn how Optimizely X improves performance, gives you greater control over your experiments, and enables you to build reusable components to help your team experiment more quickly. Then learn how to instrument your site for Optimizely X, build and QA your first experiment!

You will learn how to:

- Transition your website and organization from Optimizely Classic to Optimizely X
- Configure your snippet to support Optimizely X
- Build core reusable components for your experiments in Optimizely X
- Use Optimizely X's new visual and code editors to create variations
- QA your experiments in Optimizely X

This course is best suited for:

- Users of Optimizely Classic who have not yet transitioned to Optimizely X
- Users of Optimizely X who want to refresh their knowledge of the basics of the platform

BEYOND THE BASICS: ADVANCED EXPERIMENTATION TECHNIQUES

Afternoon Session | Price: \$450

If you've mastered the basics of experimentation, but want to up your game, this track is for you. The most successful optimization programs leverage Optimizely X Web Experimentation's advanced targeting, segmentation, and event tracking features to gain deep insights about their users - insights that can transform the way your business markets to, sells to, and services your customers. In this track, you'll learn the strategic skills necessary to develop actionable hypotheses for targeted audiences, then test your ideas employing advanced functionality of Optimizely X.

You will learn how to:

- Leverage your existing data to identify meaningful audiences and segments
- Ideate and hypothesize for targeted groups of visitors
- Integrate with other best-of-breed technologies to expand your targeting abilities
- Assign custom attributes to visitors for more advanced targeting and segmentation
- Track visitor actions throughout your funnel with custom events

This course is best suited for:

- Optimizely X Web Experimentation users who have already run several experiments
- Users that have already participated in the Optimizely Academy or launch trainings

BEYOND THE BASICS: PERSONALIZE LIKE A PRO

Afternoon Session | Price: \$450

If you have a solid foundation of personalization skills, but are ready to take things to the next level, this track is for you. The most personalized experiences are only possible when you know enough about your visitors - their behavior, attributes, and more. In this track, you'll learn how to collect and take action on the most valuable data about your visitors, then maximize your campaign insights during results analysis.

You will learn how to:

- Identify the biggest opportunities for personalizing on your site
- Integrate 1st-, 2nd-, and 3rd-party data for advanced user targeting
- Analyze behavioral data and target campaigns to specific user actions
- Continuously iterate on campaigns based on learnings from results

This course is best suited for:

- Optimizely X Personalization users who have already run several campaigns

EXPERIMENTATION PROFESSIONAL CERTIFICATION: BUILD A WINNING EXPERIMENTATION PRACTICE THROUGH PEOPLE, PRODUCT, AND PROCESS

Full Day Session | Price: \$850

To achieve higher conversions and superior experiences, you need to do more than design great experiments. In this full-day certification path, you'll learn how to run an end-to-end optimization program and create a broader culture of experimentation. From analytic techniques to user psychology to taking action on statistics, learn how to master the art and science of experimentation.

In this course, you'll also have the opportunity to take our Experimentation Professional Certification and get certified in the field!

You will learn how to:

- Benchmark your experimentation program against others, using a maturity model
- Act as an agent of change to build an experimentation culture in your organization
- Work comfortably with analytic and statistical data that supports your program
- Identify and segment your audiences most effectively for experimentation and personalization
- Incorporate principles of persuasion into your experimentation design
- Build and communicate a business strategy around experimentation
- Organize and prioritize your program across your broader team

This course is best suited for:

- Strategists who want to improve their skills at managing optimization or experimentation programs
- Managers of experimentation programs seeking professional certification