



Business Retention & Expansion International

BREI Continuing Education – August 17-19, 2010 New Orleans, Louisiana

Expand on your professional development with the following courses offered immediately following the BREI/SEDC 2010 Conference.

Building Effective Teams

Tuesday afternoon – Wednesday morning (August 17-18)

Develop an understanding of the elements that comprise a successful BRE program including groups, organizations and individuals. The potential and limitations of each provide insight for establishing and sustaining a strong BRE program.

In this course you will learn:

- Recruitment
- Orientation
- To Make Meetings Effective and Efficient
- Strategic Relationship Building, Partnerships, Coalitions and Collaborations.

Survey Design and Analysis

Wednesday afternoon – Thursday morning (August 18-19)

Acquire a working knowledge of the survey process including what data needs to be collected and how to obtain it.

In this course you will learn:

- Articulating the Need for Surveys
- Types of Surveys and Their Applications
- Obtaining Outcome Information
- Survey Method Selection
- Sample Design and Size
- Question Development
- Implementation Tactics
- Collection and Storage of Data
- Analysis Techniques
- Reporting