

Course Summary

Course Duration

30 min

Audience

All IQ Users

Method of Training

WebEx/remote

Market

House, Senate

Customer Service

US Senate email:
[helpdesk iq@scc.senate.gov](mailto:helpdesk_iq@scc.senate.gov)

General Support Email:
support@IQservicesdesk.com

Live Chat support available
within IQ
703-206-0188
Monday –Friday
7 AM to 7 PM (EST)

**Extended Hours vary by
contract.*

Website

www.intranetquorum.com

Document Revision Date:

December 2021

Workshop Agenda: Audience Builder

DESCRIPTION

The *IQ Audience Builder* feature is used to create an audience list using contact records in IQ that is based on specific characteristics and attributes. As a result, a more targeted audience is created and can be used for specific outreach activities, correspondences, and reports.

This workshop teaches the user how to use the Audience Builder feature to accomplish this goal.

OPTIONAL

To enhance the learning experience of this virtual training, participants may follow the instructions provided in the presentation by logging into their IQ account using an additional workstation.

Since the training session is a LIVE demonstration, please keep in mind that technical issues unrelated to the course may need to be addressed outside the session by an Office IQ Consultant.

1 Agenda

Accessing the Audience Builder

Understanding the categories of characteristics to select audience attributes

Setting the audience list as a Saved Favorites link in IQ

Using the audience list as part of an outreach material (e.g., eNewsletter, Press Release)

2 Wrap Up