

## Course Summary

**Course Duration**

60 min

**Audience**

Communications Team or IQ users who manage an office's outreach activities such as eNewsletters, press releases, surveys, Town Halls, etc.

**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@IQservicedesk.com](mailto:support@IQservicedesk.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](http://www.intranetquorum.com)

**Document Revision Date:**

December 2020

## Training Agenda

### Course: Managing Outreach Activities

Pre-requisite: New users of the IQ Tool are recommended to take the *Introduction to IQ* course prior to attending this course.

This content of this course is focused on the activities and features associated with the *Outreach* module of the IQ Tool.

#### 1 Introduction

Overview of Outreach Activities: eNewsletters/Press, Surveys, Web Forms and Town Hall Events

#### 2 Audience

Using the Audience Builder

#### 3 Enewsletters and Press Releases

Creating an eNewsletter/Press Release  
Sending an eNewsletter/Press Release  
Creating AB Tests

#### 4 Surveys

Creating and Managing Surveys

#### 5 Web Forms

Overview of Web Forms

#### 6 Town Hall Events

Setting up Town Hall audience list  
Managing Town Hall activities

#### 7 Search

Conducting Basic and Advanced Search for Outreach records

#### 8 Viewing of Outreach Records

Viewing records via lists, graphs, or maps

#### 9 Wrap Up