

**DATA**  
**UNIVERSITY**  
**1-866-DATAU4U**



# Database Expertise, 24/7.

**ONLINE**



**ON-SITE**



**ON-TARGET**



**Testimonials**

*“The discussion and information shared (by Data University faculty members) was new and of tremendous value-add as we continue to search for ways to optimize our CRM investment.”*

*– Major Retail Company*

*“From my Data University webinar notes, I made the comment, ‘the right offer should be so attractive that only a lunatic would say no.’ For this furniture retailer, the light had finally come on. With an entire overhaul of his mail piece, he immediately saw his ROI increase.”*

*– Major Data Provider*



**CALL NOW**

And receive your **special DM News discount of \$500** off any Data University enrollment plan.

## Bring the Best to Your Desk

- 83 Faculty Members representing 63 database companies
- Six colleges comprise Data University
- Over 50 hours of ready-to-use online training
- More than 15,000 hours of training already provided
- One connection point educates one or multiple associates



### Six Colleges within Data University

College of Core Competencies  
College of CRM  
College of Information Processing  
College of Marketing & Communications  
College of Privacy  
College of Research & Analysis

## Participate. Learn. Apply.

### Database Expertise at Your Fingertips, 24/7

#### *Insight Webinar Series*

Weekly webinars delivered by our expert faculty provide the foundational learning necessary to succeed in database marketing and empower marketers who use data to positively impact their bottom line. Monthly themes on relevant topics are delivered live with faculty interaction, as well as recorded and posted to the Data University web site for convenient review.

### Get Smarter by the Minute: Insight on the Spot

#### *Electronic Expert Roundtables*

Company specific Expert Roundtables are 90 minute, electronic interactive conferences allowing individuals to listen, view and interact with the faculty. Each Expert Roundtable session focuses on a corporate topic of interest and is recorded, allowing for training and review 24/7 by the participating company.

## Enroll Today

Access the 50+ hours of recorded educational sessions, gain insight from our online training and put our faculty experts to work for you today.

**(866) DATAU4U** (328-2848)  
[www.datauniversity.org/getstarted.html](http://www.datauniversity.org/getstarted.html)