



Listening to the Voice of the Customer | In-Person Workshop

FREQUENTLY ASKED QUESTIONS

DO I NEED TO BRING OR PREPARE ANYTHING FOR THE COURSE?

No, you do not need to bring or prepare anything for the course. All course materials will be provided to you on the first day.

WHAT TIME DOES THE COURSE START? WHAT TIME DOES THE COURSE END?

Breakfast is served at 8AM each day of the course. Course instruction begins promptly at 8:30AM both days. The first day of the course will end at 5PM, while the second day will end at around 2:30PM.

IS THERE A DRESS CODE?

While we have no formal dress code in place, we encourage participants to dress in business casual attire.

WHERE WILL THE COURSE TAKE PLACE?

Please see your registration confirmation email for the course location and directions.

WHAT MATERIALS WILL BE PROVIDED?

All course materials needed for the course are provided at the start of the first day. All participants are also given access to our Online VOC Toolkit following the conclusion of the course.

WILL MEALS BE PROVIDED?

Breakfast, a morning snack, and lunch are all provided on both days of the course. An afternoon snack will be provided on the first day. We are also pleased to invite all participants to dinner on the first evening of the workshop. Details will be shared closer to the workshop date.

WILL THERE BE TIME TO CHECK EMAIL, MAKE CALLS, ETC.?

Yes. During breakfast, snack breaks, and lunch, you will have time to use your devices as needed.

WHAT OUR ATTENDEES ARE SAYING

“ Best course I have ever seen in 10 years of marketing.”

LI-COR BIOSCIENCES

“ Excellent. I have taken so many courses that turned out not to be worthwhile; this was one of the very few that was worthwhile.”

MILWAUKEE ELECTRIC TOOL CO.

“ A good balance between theory and the real world.”

CHOICEPOINT, INC.

“ Our instructor was interesting, comfortable, knowledgeable—excellent job!”

CATERPILLAR, INC.

If you have other questions or would like additional information about the course, please reach out to Juli Lin at jlin@ams-inc.com. We look forward to meeting you!



APPLIED MARKETING SCIENCE
(781) 250.6300 | inquiry@ams-inc.com
www.ams-insights.com