

Blackbaud's comprehensive training programs make learning easy, convenient, and relevant to your organization's needs and challenges.



Self Paced Curriculum

All **Sphere Events** & **Sphere eMarketing** users have unlimited, free access to a library of Comprehensive online Self-paced Courses (available 24x7). These lessons guide users through setup and administration, and are helpful to familiarize new users, as well as a refresher for experienced users.

Town Hall

Each week a Senior Enterprise Instructor hosts a complimentary online "Town Hall" meeting where **Sphere Events** & **Sphere eMarketing** users can pose product questions, ask about best practices and hear from other users.

Customized Training

Custom Web-based or Onsite Learning programs are designed and delivered to meet the specific needs of your organization. Your dedicated instructor works directly with you to validate the learning approach, agenda and class logistics for your team. Your Custom Learning team also includes the Project Manager who ensures a smooth transition from implementation to using **Sphere Events** & **Sphere eMarketing**.

Each customized Learning Program includes a presentation for each module of the learning session, and an electronic copy of the participant's presentation notebook.

Web-Based Learning

Ideal for geographically disparate audiences, or as an introduction and/or follow-up to On-Site Custom Learning programs:

- Choose any of the **Sphere Events** or **Sphere eMarketing** Focus Areas above as the topic for a 2-hour, Instructor-led Web Learning Session

Onsite Learning:

Sphere Events One-day Session

- **Sphere Events** Overview
- Overview of Back-End Administration
- In-depth Review of 2 **Sphere Events** Focus Areas:
 - Campaigns
 - CMS
 - CRM | Database
 - Events Module
 - Friends Asking Friends
 - Fundraising
 - Golf
 - Reporting

Sphere eMarketing One-day Session

- **Sphere eMarketing** Overview
- Overview of Back-End Administration
- In-depth Review of 2 **Sphere eMarketing** Focus Areas:
 - Advocacy
 - Campaigns
 - CMS
 - CRM | Database
 - E-Commerce
 - Email Marketing
 - Fundraising
 - Membership
 - Volunteer Center

Sphere Enterprise Two-day Session

- Covering both **Sphere Events** and **Sphere eMarketing**
 - Enterprise Overview
 - In-depth review of any 5 **Sphere Events** or **Sphere eMarketing** Focus Areas listed above
 - Overview of Back-end Administration

Custom Session

- Blackbaud will work with your organization to create the training program that fits your needs.