



PARTNER SEMINAR 2020 PROGRAM

As every year, also in 2020 Žejn organizes ShakeSpeare® Annual Seminar and BPM Certification for:

- Partners and Advanced Partners
- ShakeSpeare® advanced customers, which would like to configure their ShakeSpeare® and get the full power of BPM!

Where: **Online webinar**

	Day 1	Day 2	Day 3	Price
	17.6.2020 12h-15h	18.6.2020 9h-17h	19.6.2020 9h-17h	
Section 1 Sales and Marketing experts		✓	✓	0 €
Section 2a Business Analysts	✓	✓	✓	799 € 390 €*
Section 2b Business Analysts experts		✓	✓	799 € 390 €*

* for every additional individual from the same company, a discount of 50%

PARTNER Seminar and BPM CERTIFICATION will be broken down **into two separate groups - sections**, for both of which the program will run in parallel:

- **Section 1** is dedicated for Partners and Advanced Partners - Sales and Marketing Experts
- **Section 2** is dedicated for Advanced Customers, Partners and Advanced Partners – Business Analytics (those will have a BPM Certification programme)

We kindly invite our **customers to attend "Section 2 - Business analysts"**, which will be focused more on the technical aspects of the solution.

Our partners and advanced partners must identify, whether their staff will be technical or sales / marketing oriented.

Each partner should enrol two different experts: business analyst and sales/marketing expert.



AGENDA

Day 1, Wednesday June 17th 2020, 12.00 – 15.00

Section 2 - Basics at BPM Analyses and Configuration

Applicable to Tech personnel at customers and Partners which just started to work with ShakeSpeare® platform or want to refresh their knowledge about basic BPM understanding.

Day 2, Thursday June 18th 2020, 9.00 – 17.00

Joined session for both groups

- 9:00 – 9:15 – **WEBINAR** – Welcome speech ShakeSpeare® Road Map and future releases
- 9:15 – 9:30 – **WEBINAR** – New Features in ShakeSpeare®
- 9:30 – 10:00 – **WEBINAR** – Empowering work @anywhere with ShakeSpeare®

Section 1 – Sales and Marketing experts

- 10:00 – 11:00 – **WEBINAR** – Market research and Lean business model canvas
- 11:00 – 12:00 – **WEBINAR** – ShakeSpeare® by different business industry
- 12:00 – 12:30 – Lunch break
- 12:30 – 14:00 – **WEBINAR** – Working sales techniques / Psychology of sales

Section 2a - Business analysts

- 10:00 – 11:00 – **WEBINAR** – Key points for creating simple business process analysis: example MailRoom
- 11:00 – 11:30 – **WEBINAR** – Demonstration of basic process skeleton configuration
- 12:00 – 16:00 – Individual work with online help
- 16:00 – 17:00 – **WEBINAR** – Status check of basic configuration

Section 2b - Business analyst experts

- 10:00 – 11:00 – **WEBINAR** – Key points for analysing complex challenge: example
- 11:00 – 11:30 – **WEBINAR** – Demonstration of basic complex challenge configuration
- 12:00 – 16:00 – Individual work with online help
- 16:00 – 17:00 – **WEBINAR** – Status check of configuration



Day 3, Friday June 19th 2020, 9.00 – 17.00

Joined session for **both groups**

- 9:00 – 10:00 – **WEBINAR** – Good practice: Rapid Prototyping

Section 1 - Sales and Marketing experts

- 10:00 – 12:00 – **WEBINAR** – Case studies
- 12:00 – 13:00 – Launch break
- 13:00 – 15:00 – **WEBINAR** – OCR selling techniques and strategies
- 15:00 – 17:00 – **WEBINAR** – Sales techniques
- 17:00 – Finish

Section 2a - Business analysts

- 10:00 – 12:00 – **WEBINAR** – Demonstration of finalisation of process configuration
- 12:30 – 13:00 – **WEBINAR** – Integration with mailbox by ShakeRPA
- 13:00 – 13:30 – **WEBINAR** – Questions & Answers
- 15:00 – 16:00 – Exams for certification

Section 2b - Business analyst experts

- 10:00 – 12:00 – **WEBINAR** – Creating a simple plugin for outgoing data integration
- 13:00 – 15:00 – **WEBINAR** – Creating simple scheduler for incoming data integration by using Integrational module
- 15:00 – 16:00 – **WEBINAR** – Questions & Answers
- 16:00 – 17:00 – Exams for certification

We reserve the right to make minor deviations in content and time of agenda.



Prerequisites for Business analyst:

- fluent work with Microsoft Office or similar tools
- basic knowledge / understandings of BPMN language

NOTE: Please note, that for advanced partners, this certification is a contract requirement!
Up-to-date list of advanced partners is always accessible via
<http://www.zejn.si/index.php/en/partners>

Price:

- 799^{*} 390 € / participant for Business Analyst
- for every additional individual from the same company, a discount of 50%
- **for Advanced Partners discount 100%** for one BA and one Sales/Marketing expert

(* prices are without VAT)



Included:

- **Two whole days together with core team of International ShakeSpeare® experts**
- BPM Exams (for Business analysts)
- BPM Certified Expert Certification (for Business analysts)
- Materials

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