



Welcome to the LearnQuest Partner Newsletter! This is a monthly newsletter that LearnQuest sends to all of our Partners. The purpose of the newsletter is to feature topical discussions, LearnQuest events, and help establish both meaningful connections between our Partners and an enduring relationship with LearnQuest.

August 2014

What's Coming Up

LearnQuest Partner Surveys

Satisfied and successful partners are an essential part of the LearnQuest business. Every day we are looking into new ways to help our Partners grow and we ask ourselves: what can we do to provide more support?

As we asked ourselves this question we realized the answers we wanted were from you, our partners. Therefore, in the coming months, we will be conducting a Partner Satisfaction Survey. Each of you will receive a very brief questionnaire that should take you only 5-10 minutes to complete.

We are excited about these surveys and hope they will provide us with insight into your business, your experience with LearnQuest and what we can do to improve.

Ask us Anything

If a scheduled class in the Partner Portal does not have any enrollments, does it automatically get cancelled by the system?

In short, 'yes'. Any class that is scheduled in the Partner Portal, that does not have any student enrollments 14

In this edition of the newsletter, we discuss sales support, share Partner success stories, answer frequently asked questions, and provide information about our next event.

We, at LearnQuest, are always excited to hear from our Partners, and we encourage you to let us know what you want to see in next month's newsletter!

Enhancing Partner Performance

Social Media has become a critical part of our day-to-day business. LearnQuest, like so many other businesses, has realized the impact of Social Media and that it must play a central role in our marketing initiatives.

Clearly, Social Media has increased our Internet exposure and website traffic, generated leads, grown our business partnerships, increased sales, and provided marketplace insight. For these reasons and many more, we encourage our Partners to get connected! Get out there, and increase your Social Media footprint!

Pay attention to key social platforms. Find out which networks are right for you and get posting!

Here are four ways that you can connect yourself to the LearnQuest Network:

1. LinkedIn [IBM Training](#) and [LearnQuest](#)
2. Twitter [IBM Training](#) and [LearnQuest](#)
3. Facebook [IBM Training](#) and [LearnQuest](#)
4. [LearnQuest Blog](#)– Write an entry, we would love your contributions!

Partner Excellence



Sift Analytics Group Pte Ltd . is LearnQuest's Public and Private Education Partner in Singapore. With each passing month , Sift proves to be an exceptional performer and strong delivery partner whose focus is on providing its customers with comprehensive solutions based on Predictive Analytics, Business Intelligence, Enterprise Planning & Budgeting, Enterprise Marketing Management, and Enterprise and Content Management software.

Our pride in Sift is easily explained by looking at the numbers: 170 student days, making LearnQuest the number two Global Training Provider in its region! In fact, this Partner has not only grown its market but has also taken advantage of the derivative works program and created truly custom solutions for its clients. Sift is our first Partner to customize, schedule, and deliver a custom IBM course. It is this type of innovative, dynamic, and customer-focused thinking that makes Sift a critical contributor to the Partner Network; we are delighted to have them representing the LearnQuest brand.

Congratulations to Sift Analytics! We are happy to recognize you for your hard work and contributions. Thank you for for being a part of what makes us a success!

Note: We, at LearnQuest, are always eager to hear from and about each of our partner's exceptional achievements. We look forward to regularly acknowledging outstanding partner performance!

[Visit Sift Website](#)

In the Spotlight



**IBM WebSphere
Technical University 2014**
28 - 31 October 2014 | Düsseldorf, Germany



IBM Digital Experience 2014
28-31 October, 2014 Düsseldorf, Germany

LearnQuest has taken the lead in organizing the two huge EMEA IBM Conferences that take place at the end of October. These EMEA IBM Conferences cover a wide range of topics but provide deep-dive

calendar days before the start of the class, will be automatically cancelled.

However, you can change this setting one of two ways:

1. Update the 'Cancellation_Days' column on the 'Location' spreadsheet. The number you put here will override the 14 day cancellation policy.
2. To change an individual class, click on the 'Reports' tab, then click on the 'Go/No Go Report'. Click the 'stay open' button next to the class you choose. As always, don't forget to scroll down and 'process' your change!

How do I enroll a student with an IBM Education Pack and when are IBM Education Packs expiring?

Students using Education Packs are enrolled the same way any other student would be enrolled: students are uploaded through the 'Roster Spreadsheet'. Enter the Education Pack number into the 'Ed Pack' Column on spreadsheet and upload.

LearnQuest will verify this student Education Pack and process with IBM.

It is important to know that IBM Education Packs expire soon! IBM Education Packs will no longer be accepted after September 30, 2014.

However, this Pre-Pay

sessions and hands-on labs - thus delivering 1st class education. For the third time, the [IBM WebSphere Technical University](#) and the [IBM Digital Experience 2014](#) are being held together.

As a partner of LearnQuest we would like to extend to you two great opportunities in regards to this event. First, we invite you to purchase one conference pass and receive full access to any session from both conferences. Second, we are offering you a unique reselling opportunity. We encourage you, our partner, to spread the word about these upcoming conferences and sell attendee tickets. Based on the number of tickets you sell, LearnQuest will provide you with a reseller commission.

For more information about these conferences and reseller opportunities please visit the following site located on the Marketing Center tab of your Partner Portal: [IBM EMEA Conference 2014](#)

We are expecting around 850 attendees in Dusseldorf: Let's make this a success for all of us!

program is still an option! LearnQuest offers our own version of an Education Pack, called LearnPass. We offer great discounts so please reach out to Partners@learnquest.com for all LearnPass related information.

Join us on Social Media



225 E. City Avenue, Suite 106 • Bala Cynwyd, PA 19004
Phone: (877) 206-0106 Fax: (610) 206-0102

LearnQuest is accredited by the Accrediting Council on Continuing Education and Training (ACCET). ACCET was founded in 1974 with the mission of continuously improving education and training. ACCET has been officially recognized by the United States Department of Education since 1978 as an authority in the quality of education and training provided by the institutions they accredit.

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