

SAS® Education Calendar

Welcome to the latest SAS Education Calendar with course dates through to the end of December, 2009. In this edition we feature four new Business Knowledge Series workshops presented by leading International experts, a new Enterprise Guide 4.2 curriculum, new advanced statistics classes and course dates to take you to the end of 2009.

What's New:

▶▶ Advanced Statistics Training

In November SAS Education will be offering two special statistics courses for advanced analysts. International statistics instructor Catherine Truxillo will be visiting Australia to lead these classes in this once only opportunity.

- Mixed Models Analyses Using SAS
- Multilevel Modelling of Hierarchical and Longitudinal Data Using SAS

▶▶ Enterprise Guide 4.2

With the introduction of the latest version of Enterprise Guide into the classroom, we have added three brand new courses to our curriculum:

- SAS Enterprise Guide 1: Querying and Reporting (EG1)
- SAS Enterprise Guide 2: Advanced Tasks and Querying (EG2)
- SAS Enterprise Guide for Experienced SAS Programmers (EGSP42)

See inside for further details.

▶▶ Which Colour are You?

Locate your next course with convenient colour coding

DATA MANAGER
DATA INTEGRATION DEVELOPER
BUSINESS ANALYST
PLATFORM ADMINISTRATOR
DATA MINER
STATISTICAL ANALYST
SAS SOLUTIONS
BUSINESS KNOWLEDGE SERIES

Market to Customers Who Matter Most

Leading Practitioners Show You How

Organisations which get their marketing right will enjoy enhanced customer profitability and market share as the economy bounces back from the Global Financial Crisis.

At the core of getting it right is understanding your customer and we are pleased to offer four unique Business Knowledge Series Workshops providing in-depth insights into understanding and marketing to your customers.

Tony Woods Workshops

Design of Marketing Experiments for Direct Marketers (2 day workshop)

How do you test different marketing concepts without spending vast sums or taking a risk with your customer base?

In answering these questions, Tony will lead discussion around why marketing tests need to be designed on solid statistical principles. The workshop will concentrate on developing the analysis ideas needed to motivate the concept of a good test design. This will help determine both the size and the shape of an efficient design.

Sydney	19-20 November	\$2,500 per person (ex GST)
Melbourne	3-4 December	\$2,500 per person (ex GST)

Propensity Scoring Models (2 day workshop)

Who will buy a product? Who will repay a loan?

Who will display any particular behaviour with a commercial value?

Sydney	23-24 November	\$2,500 per person (ex GST)
Melbourne	7-8 December	\$2,500 per person (ex GST)

About the Workshop Presenters

Tony Woods



Director of StatApp Ltd UK

Ph.D. (Statistics), B.Sc. (Mathematics), M.A. (Literature, Philosophy)

Tony is an international consultant, trainer and author who has advised to major companies across the world including Marks & Spencer, LloydsTSB,

Nortel, Procter & Gamble and trained several hundred analysts from more than 100 companies across the world.

About SAS Business Knowledge Series

The SAS Business Knowledge Series provides opportunities for you to meet and learn from today's business thought leaders across a range of topics from leading edge practitioners.

The workshops are in-depth explorations of the latest business topics, ensuring you have the technical know-how and the business acumen to achieve organisational success.

Cahyadi Poernomo Workshops

Practical Campaign Intelligence (2 day workshop)

Many companies with direct marketing activities are facing similar business challenges: how to improve campaign ROI; how to provide insights in timely manner; how to execute quality direct marketing campaigns which address retention and revenue growth; what is the best contact strategy; how this will impact campaign ROI; and can these processes be automated?

Sydney	1-2 December	\$2,500 per person (ex GST)
Melbourne	24-25 November	\$2,500 per person (ex GST)

Advanced Campaign Intelligence (1 day workshop)

Take your direct marketing capability to the next level and enjoy even better campaign ROI through optimisation and real time analytics.

Sydney	3 December	\$1,500 per person (ex GST)
Melbourne	26 November	\$1,500 per person (ex GST)

Cahyadi Poernomo



CEO Phoenix Marketing Consulting

MBA, BA (Stats) GradDip (Applied Finance & Investment), GradDip (Management)

Cahyadi was recently Head of Campaign Intelligence for the marketing department at Vodafone

Australia. Cahyadi is an innovator, and has led many CRM and analytics initiatives within the banking and telecommunications industries. Based in Australia, he has presented at several international conferences, including China Mobile 2008, and the Premier Business Leadership Forum in Singapore in 2009.

How to Book

Visit www.sas.com/australia/training/bks or call us on **1800 727 269**



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2009 Course Schedule

▶▶ LEARN MORE: www.sas.com/australia/training

COURSE TITLE	Days	Price (ex GST)	October	November	December
DATA MANAGER					
SAS Enterprise Guide 1: Querying and Reporting (EG1)	2	\$1,800	1 BRIS	2 BRIS 3 PER 5 CAN 16 MEL 25 SYD	16 SYD
SAS Enterprise Guide 2: Advanced Tasks and Querying (EG2)	2	\$1,800		16 SYD	14 MEL
SAS® Enterprise Guide® for Experienced SAS Programmers (EGSP42)	2	\$1,800		9 BRIS	3 SYD
SAS® Programming 1: Essentials (PRG1)	3	\$2,700	12 CAN 19 SYD 19 MEL 26 BRIS	23 SYD 30 MEL	7 BRIS 7 CAN
SAS® Programming Fast Track - Fundamentals (FAST1)	5	\$4,500	12 CAN 19 SYD 19 MEL 26 BRIS	23 SYD 30 MEL	7 BRIS 7 CAN
SAS® Programming 2: Data Manipulation Techniques (PRG2)	3	\$2,700	7 MEL 21 CAN	4 SYD	2 BRIS 14 CAN 16 MEL
SAS® Programming 3: Advanced Techniques and Efficiencies (PRG3)	3	\$2,700	5 PER 12 SYD 12 BRIS 12 ADE 26 MEL	9 CAN 30 SYD	7 MEL 14 BRIS
SAS® Programming Fast Track - Advanced (FAST2)	5	\$4,500	5 PER 12 SYD 12 BRIS 12 ADE 26 MEL	9 CAN 30 SYD	7 MEL 14 BRIS
SAS® Macro Language 1: Essentials (MAC1)	2	\$1,800	1 CAN 8 PER 15 SYD 15 BRIS 15 ADE 29 MEL	12 CAN	3 SYD 10 MEL 17 BRIS
SAS® Macro Language 2: Developing Macro Applications (MAC2)	2	\$1,800	8 SYD	5 MEL 5 PER 16 CAN	14 SYD
SAS® SQL 1: Essentials (SQL1)	2	\$1,800			10 SYD
DATA INTEGRATION DEVELOPER					
Using SAS® Data Integration Studio to Build Data Marts from Enterprise Data Sources (DIS)	3	\$2,700	21 SYD	11 BRIS	7 SYD
Using SAS® Data Integration Studio to Create Efficient ETL Processes (DITUNE)	2	\$1,800	5 MEL	30 SYD	

Due to their specialised content, certain courses are not available on our public schedule, but are available on demand. For more information please contact us on [1800 727 269](tel:1800727269) or visit us at www.sas.com/australia/training. SAS reserves the right to add or cancel courses based on local demand. Please check our website for updates. All prices listed are exclusive of GST and are valid until 31 December, 2009.



COURSE TITLE	Days	Price (ex GST)	October	November	December
BUSINESS ANALYST					
Creating and Exploiting OLAP using the SAS® System (SBIOLAP)	2	\$1,800		5 BRIS 12 SYD	
Creating Distributing Using SAS® Stored Processes (SBISP)	2	\$1,800	19 SYD		
Creating SAS® Information Maps and Web Reports (SBIMSWRS)	2	\$1,800	1 MEL		
SAS® 9 Business Intelligence Fast Track (SBIFAST)	5	\$4,500	5 BRIS 12 MEL	16 SYD 23 CAN	
SAS® BI Dashboard: Developing and Using Dashboards (SBIDASH)	1	\$900		4 MEL 30 BRIS	
Accessing SAS® From Microsoft Office Applications (SBIAMO)	1	\$900	2 BRIS 7 SYD		
SAS® Visual BI: Dynamic Data Visualisation (SBIJMP)	NEW 2	\$1,800	22 BRIS		14 MEL
PLATFORM ADMINISTRATOR					
SAS® Platform Administrator Fast Track (PAFAST)	5	\$4,500	26 SYD	16 BRIS 23 MEL	
Advanced Metadata Security Workshop for SAS 9.1.3 (PAAMSW)	2	\$1,800	1 SYD		
DATA MINER					
Applied Analytics Using SAS® Enterprise Miner™ 5.3 (AAEM53)	3	\$2,700	27 CAN	4 SYD 10 MEL	
STATISTICAL ANALYST					
Statistics I: Introduction to ANOVA, Regression, and Logistic Regression (STAT1)	3	\$2,700	14 SYD	4 MEL	
Statistics II: ANOVA and Regression (STAT2)	3	\$2,700			7 SYD
Mixed Models Using the SAS System (AGLM92)	NEW 3	\$2,700		30 SYD	
Multilevel Modeling of Hierarchical Data using SAS (BHLNM92)	NEW 2	\$1,800			3 SYD
Categorical Data Analysis Using Logistic Regression (CDALR)	NEW 3	\$2,700		23 MEL	14 SYD
SAS SOLUTIONS					
ABC Modeling Using SAS® Activity-Based Management 6.4 (ABM064)	3	\$2,700	19 BRIS		
BUSINESS KNOWLEDGE SERIES					
Design of Marketing Experiments for Direct Marketers (Presented by: Tony Woods)	NEW 2	\$2,500		19 SYD	3 MEL
Propensity Scoring Models (Presented by: Tony Woods)	2	\$2,500		23 SYD	7 MEL
Practical Campaign Intelligence (Presented by: Cahyadi Poernomo)	NEW 2	\$2,500		24 MEL	1 SYD
Advanced Campaign Intelligence (Presented by: Cahyadi Poernomo)	NEW 1	\$1,500		26 MEL	3 SYD



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TITLE		Price (ex GST)	ETA Credits	Licence Period	Duration (hours)
BUSINESS ANALYST					
Enterprise BI Library with SAS® Enterprise Guide®		\$1,620	162	365	46.5
PLATFORM ADMINISTRATOR					
SAS®9 Intelligence Platform Administration		\$1,330	133	365	13
DATA MANAGER					
SAS® Programming Introduction: Basic Concepts*		\$730	73	365	13
SAS® Programming 1: Essentials*	CP	\$1,100	110	365	19
SAS® Programming 2: Data Manipulation Techniques*	CP	\$1,330	133	365	19
Querying, Reporting, and Analyzing Data Using SAS® Enterprise Guide®		\$430	43	90	8
Advanced SAS® Programming	CP	\$1,100	110	365	30
SAS® Certification Practice Exam: Base Programming for SAS®9	CP	\$80	8	180	1.5
SAS® Certification Practice Exam: Advanced Programming for SAS®9	CP	\$80	8	180	1.5
DATA MINER					
Applied Analytics Using SAS® Enterprise Miner™ 5.3	CP	\$1,500	150	365	19

*New Multimedia Courses

CP Preparation for SAS® Certification Exam

Multiuser discounts available!
Call 1800 727 269 for details

What's New?

The Society of Technical Communication (STC) recently presented the prestigious “Excellence Award” to the SAS Education e-Learning Technology team for their new multimedia e-Course - **SAS Programming Introduction: Basic Concepts**. To be eligible for this esteemed competition, an entry must first win in a chapter competition. The e-Learning team not only won but took home two awards in the Carolina Chapter Online Communication Competition 2008; both the “Distinguished” and the top prize of “Best of Show”!



These prices are valid until 31 December, 2009. Please check the web at www.sas.com/australia/training or contact SAS Education for the most current pricing schedule.