

# 2012 Evaluation WEEK

## 4 Tracks 11 Workshops

ROI Certification™

Beyond Learning Objectives

ROI Skill Building with ASTD

Survey Design

Measuring ROI in Soft Skills

Forecasting ROI

Predictive Analytics

Optimizing the ROI of  
Human Capital Investments

ROI Consulting

Teaching ROI

Implementing ROI

## March 12-16, 2012

The University of Southern Mississippi Gulf Coast Campus

Evaluation Week, a five-day learning event, is the gold standard for building capability with measurement and evaluation. Four tracks with 11 workshops provide all the skills you need to implement a comprehensive measurement system in your organization.

In the five day certification workshop, you will gain the skills to become certified in the ROI Methodology™ and you will learn how to sustain the measurement and evaluation process on a continued basis. You will also receive support after the workshop until you complete your impact study for your organization, earning the prestigious Certified ROI Professional designation. No other workshop gives you access to the same level of expertise as ROI Certification.

**Featuring workshop leaders,** Jack Phillips, Ph.D. and Patti Phillips, Ph.D. of the ROI Institute, Jac Fitz-Enz Ph.D., Holly Burkett, Ph.D., Cyndi Gaudet, Ph.D., Rebecca Ray, Ph.D., Lizette Zuniga, Ph.D., John Kmiec, Ph.D., Boyce Byerly, Ph.D., Deborah Wharff, Ph.D., Heather Annulis, Ph.D. and more!

## ROI Myth vs. Fact

**Myth:** ROI is too difficult to learn and implement.

**Fact:** Expertise in finance, accounting, or statistics is not required to implement the ROI Methodology. To date, over 3,000 individuals have reached the designation of Certified ROI Professional. To reach this achievement, each participant completes an ROI study following the standards of the ROI Institute.

ROI INSTITUTE™  
EVALUATION WEEK



For more information, visit [www.EvaluationWeek.com](http://www.EvaluationWeek.com)  
or contact the ROI Institute at [info@roiinstitute.net](mailto:info@roiinstitute.net) or 205.678.8101.

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	Monday March 12	Tuesday March 13	Wednesday March 14	Thursday March 15	Friday March 16
<b>Track 1</b> Evaluation: The Basics	<b>Beyond Learning Objectives</b> Cyndi Gaudet, Ph.D. and Heather Annulis, Ph.D. \$395	<b>ROI Skill Building with ASTD</b> John Kmiec, Ph.D. \$1095/Member \ \$1395/Non-member		<b>Survey Design</b> Patti Phillips, Ph.D. and Lizette Zuniga Ph.D. \$395	<b>ROI in Soft Skills</b> Rebecca Ray Ph.D. and Jack Phillips Ph.D. \$395
<b>Track 2</b> ROI Certification	<b>ROI Certification</b> Patti Phillips Ph.D., Jack Phillips, Ph.D., Holly Burkett, Ph.D., Lizette Zuniga Ph.D. \$3500/5-day course				
<b>Track 3</b> Post-Certification Topics	<b>Implementing ROI</b> Holly Burkett, Ph.D. \$895		<b>Teaching ROI</b> Jack Phillips, Ph.D. and Holly Burkett, Ph.D. \$895		<b>ROI Consulting</b> Jack Phillips, Ph.D., Patti Phillips, Ph.D., and Holly Burkett, Ph.D. \$395
<b>Track 4</b> Advanced Topics in Analytics	<b>Forecasting ROI</b> Jack Phillips, Ph.D. \$395	<b>Optimizing the ROI of Human Capital Investments</b> Boyce Byerly, Ph.D. \$995		<b>Predictive Analytics</b> Jac Fitz-enz, Ph.D. \$995	