

Writing newsletters: An art to reach your customers?

Almost anyone can write a newsletter, as long as they have a base with MailChimp or another such software. However, not everyone can write a good newsletter. That is to say, write a newsletter that will bring an excellent return on investment for very few unsubscribes.

At Doussou Formation, we offer two training courses related to this objective which will certainly help your sales: E-Mailing (Newsletter Training) and MailChimp.

MailChimp: What is it?

It is undoubtedly the best known platform for managing your newsletters. Very flexible, intuitive and with a neat interface, MailChimp is an essential ally. One of the major strengths of using this type of software rather than sending your newsletters through Outlook is that it offers several measurement tools. Indeed, you will be able to see if people have received your emails, opened them and how many of them have unsubscribed. After many measures, you will be able to adapt your strategies in order to better achieve your goals in terms of E-Mailing.

MailChimp training at Doussou Formation

At Doussou Formation, we offer several training courses, one of which is aimed exclusively at learning MailChimp. The handling of this tool is not witchy. Nevertheless, MailChimp offers so many possibilities that it remains essential to know them if you want to get out of the game and get the best return on investment.

Together, let's see what MailChimp is and what its strengths are. Next, we'll explore setting up your account, as well as your campaign settings. Finally, we will look at how you can personalize your newsletters with MailChimp to improve your conversion rate.

Our trainers have more than 20 years of experience in marketing and the newsletter remains an accessible tool, but the mechanics of which must be understood. Learn MailChimp this year with Doussou Formation and reach your goals.

E-Mailing training at Doussou Formation

If you want to learn the basics of the newsletter, this is the ideal training

to do so. MailChimp is a powerful tool, but if you don't know what a newsletter is or how to use it for your purposes, you better start with the basics.

Fortunately, Doussou Formation offers this course! A newsletter is intended for your mailing list to announce information to them. It goes without saying that by personalizing it, you will get a better return on investment. People have very little time and their attention span is short (think of a goldfish). So you want to stand out and have them read your messages. Here is precisely what you will see with us during the E-Mailing training.

Thus, we will present the content of a good newsletter, but also the container. That is to say the marketing strategy surrounding it. You will have the opportunity to put your knowledge into practice in a practical workshop where you will have to design a newsletter by meeting certain criteria. The legal question now arises in Canada when sending newsletters, you will also see it so as not to be surprised. Finally, which is possibly the most important, you will learn how to measure the performance of your latest newsletter and understand the data in order to improve it.

MailChimp Getting Started Training:

<https://www.doussou-formation.com/formation/formation-mailchimp/>

E-Mailing Training (Newsletter):

<https://www.doussou-formation.com/formation/formation-e-marketing-e-mailing/>

Canva: a free and accessible tool?

A tool that allows you to create logos, videos, slideshows, visuals and more for free? This is exactly what Canva offers us! Without having to master Photoshop or software that is sometimes more complex, Canva represents a very interesting option as it meets everyone's needs and is very accessible.

What is Canva?

Canva is a web platform that allows you to do graphic design and create documents of all kinds. The free version gives users access to templates, images, illustrations, and even more options. However, although this version can be very useful for new users, it is limited in terms of functionality. As for the pro version, a paid version, it gives access to the entire content

catalog. The possibilities are almost endless!

Its versatility

We particularly like the platform for its great versatility. Its usefulness reaches as much the person responsible for creating slideshows for work as the content manager wishing to wow the gallery with powerful visuals. With Canva, you can create business cards, social media posts, graphic organizers, video ads and more! It goes without saying that Canva is a must when it comes to graphic design.

Its ease of use

Whether you're a graphic design pro or a beginner, you'll have no problem getting by with Canva. Its interface is minimalist and the different options are well integrated and discarded. You can create exactly what you have in mind either by using the images and illustrations offered by the site or by uploading your own.

Its free illustrations and patterns

Canva offers thousands of completely free illustrations and templates! So if you lack inspiration in your creative process, the existing models will revive your inspiration and your creativity! Since Canva's illustrations are many and varied, there's definitely something for everyone.

Your best ally in visual or content creation is without a doubt Canva! Using this platform, you will be able to create graphic projects that will stand out. All you have to do is let your imagination run wild!

If you would like to learn how to create a consistent and effective visual identity with Canva, we will be happy to help you! Doussou Formation offers the training that will take you to new heights in terms of graphic design and brand image development. Here's the training you need if you want to consolidate your digital content.

Photoshop: a versatile tool?

Photoshop is widely recognized for retouching photos. However, the possibilities are much greater. Whether you're a beginner or have basic knowledge, you might be surprised at how much you can do with Photoshop. Its tools allow you to let your imagination run wild. All you have to do is explore the possibilities.

Photo retouching

Of course, we can edit photos using the software. Whether it is to correct a defect, remove an element that bothers your eye, change the color of a sweater, your hair or add snow, your imagination is the only limit you have! Then just like Illustrator offers, you also have the ability to play with the colors of your photos, sharpness, contrast, etc. If you have old damaged photos at home, you can even rework them to restore them to their first day appearance. Restoration is a very interesting option so as not to leave your old photos sleeping in a closet.

Assembly

The software allows you to create very realistic montages. With time and patience, you can achieve quite an impressive result! What is also called photomontage consists of cutting photos in order to arrive at a final montage. While before this process was done with paper and scissors, the arrival of Photoshop has completely changed the creation of photomontage. In order to achieve a result that seems realistic, you can work on the exposure as well as the lighting of your montage. Thanks to the layers that can be superimposed, you can create totally unique images.

Design

Photoshop provides you with many tools for drawing. We can name the pencil, the brushes, the geometric shapes, the airbrush as well as the pen. You will then be able to create awesome gradients and textures on your creation.

Using the software on your tablet with a pen is a great option to consider. On the one hand, it's easier to carry a tablet than a computer, but on the other hand, your drawings will probably be more precise than if they were done with your mouse.

Video and gif

The software created by Adobe offers the possibility of building videos. On the other hand, Photoshop was not originally designed for editing. It is possible to do, but it will take some work. If you don't want to worry too much, you're probably better off using specialized video editing software.

Animated gifs, which have gained a lot of popularity in recent years, can be created using Photoshop. You have the option to create it with a short video or either, with a series of images normally taken in burst mode.

How can Doussou Formation help you master Photoshop?

Whether you know absolutely nothing about the software, whether you have a basic or are quite advanced, Doussou Formation has training adapted for you as well as to push your knowledge even further.

Foxit Phantom PDF Training

Professional Training – Foxit PhantomPDF: Master Advanced PDF Document Management

Streamline your document workflows with **Foxit PhantomPDF**, a powerful, intuitive, and cost-effective solution. This training is designed for professionals looking to improve the creation, editing, and structuring of PDF files within collaborative or administrative environments. Ideal for HR, legal, accounting, and marketing teams.

Getting started with the workspace

- Overview of the interface and main menus
- Efficient navigation through tabs and quick access to tools
- Smooth movement through large documents
- Custom display settings for optimal reading comfort
- Mastery of zoom, print, and preview tools

Create professional and compliant PDF documents

- Convert office files (Word, Excel, images) into PDF format
- Create PDFs from scratch or via clipboard content

- Extract text to RTF format for reuse
- Export documents to image format for web or print distribution

Edit, enhance, and structure your PDF files

- Directly edit textual content
- Add custom graphics and illustrations
- Insert shapes, images, stamps, and interactive objects

Improve internal document navigation

- Use thumbnails for a quick global overview
- Create hierarchical bookmarks to guide readers
- Add interactive links and navigation buttons
- Organize articles for a smoother reading experience

Manage document pages and structure

- Crop, rotate, and visually adjust pages
- Insert, replace, or delete pages as needed
- Smart page renumbering for logical document flow

Collaborate efficiently using commenting tools

- Activate the comment and annotation panel
- Add notes, highlights, and review marks
- Track and organize feedback for smoother teamwork

Customize your user experience

- Adjust settings to match your work style
- Define display and annotation preferences
- Configure fullscreen mode and launch behaviors
- Personalize grids, guides, and the visual workspace

Business Benefit: This training boosts team productivity, enhances collaboration on PDF documents, and ensures tighter control over validation and editing processes.

Adobe Acrobat Pro DC Training (PDF/A) | Certified Trainer

Introduction to the Adobe Acrobat Pro DC (PDF/A) Training

This course is designed to provide a thorough understanding of the advanced features of Adobe Acrobat Pro DC, with a specific focus on PDF/A compliance, file protection, and the integration of digital signatures in professional workflows.

Saving in PDF/A-compliant Format

- Understanding the different levels of compliance:
 - PDF/A-1
 - PDF/A-2 (a, b, u)
 - PDF/A-3
 - Custom PDF/A configurations
- Creating files that meet PDF/A standards for long-term digital archiving
- ISO validation and best practices to ensure compliance

File Security and Protection

- Applying redaction to permanently remove sensitive content
- Setting up security preferences and protection tools
- The 3 levels of password protection: opening, editing, and content extraction
- Cleaning a PDF from metadata, hidden layers, and embedded data

Managing Digital Signatures

- Selecting and configuring a digital signature certificate
- Creating and managing professional digital IDs
- Adjusting password and security settings for signature operations
- Adding a scanned handwritten signature

If time allows: Advanced Page Management

- Crop and rotate pages
- Insert or replace a document
- Move, copy, extract, or delete pages
- Renumber pages with customized headers and footers
- Add professional watermarks or backgrounds

Illustrator Advanced Training

Fundamentals Review of Adobe Illustrator

- Overview of vector drawing principles
- Optimizing the Illustrator workspace
- Managing preferences and essential shortcuts

Training Objectives – Advanced Level

- Deepen your understanding of Illustrator's advanced tools
- Master complex creation functions
- Gain autonomy on demanding professional design projects

Advanced Vector Object Management

- Creating, editing, and applying **custom patterns**
- Creating and manipulating **symbols** using the dedicated panel
- Using the **Appearance panel** for non-destructive visual control
- Utilizing the **Shape Builder Tool** for merging, dividing, and composing shapes
- Advanced transformations (scaling, skewing, controlled repetitions)
- Specialized tools: **Width Tool**, **Envelope Distort**

Graphic and 3D Effects

- Applying and customizing **3D effects** (extrusion, bevel, rotation)
- Using **Blend Tool** for smooth transitions
- Advanced use of the **Gradient Mesh** for realistic shading
- Setting up the **Perspective Grid** and placing objects accurately
- Decomposing and vectorizing complex objects
- Redefining color palettes using **Recolor Artwork**

Bitmap Image Integration and Management

- Importing, linking, and embedding raster images
- Managing assets through the **Links panel**
- Using **Image Trace** for dynamic vectorization
- Generating **automatic swatches** from imported images
- Introduction to **Live Paint**
- Applying **Photoshop effects** within Illustrator
- Pixelation and control of raster effects

Advanced Paths and Masking

- Using advanced **clipping and opacity masks**
- Creating transparent paths with envelope distortions
- Working in **Isolation Mode** for efficient organization

Advanced Typography and Text

- Creating and applying **character styles**

- Creating and syncing **paragraph styles**
- Hierarchical text structuring and automation

Print Preparation

- Cleaning and verifying the document
- Previewing **transparency flattening**
- Checking **color separations**
- Configuring **overprint settings**
- Quality control of resolutions and files before export

Training for engineers

As an engineer in Quebec, you are required to complete 30 hours of continuing education each year, in accordance with the requirements of the Ordre des Ingénieurs du Québec (OIQ). At Doussou Formation, we understand the challenges you face in keeping your skills up to date while meeting the demands of your profession. This is why we have designed training programs tailored to your professional needs and aligned with OIQ standards.

Training Designed for Engineers

We offer a complete range of technical and professional training programs to help you excel in your field while meeting your continuing education requirements.

1. Training on Specialized Software Tools

Software is at the heart of modern engineering. Our courses enable you to master essential tools to remain competitive:

AutoCAD: Learn how to create precise technical designs.

3D Studio Max, Rhino 3D, and Lumion: For 3D modeling and photorealistic rendering.

Blender and Unreal Engine: Ideal for prototyping and complex simulations.

Maya: Enhance your skills in design and simulation.

2. Project Management and Performance in Technical Environments

In an environment where projects are becoming increasingly complex, project management skills are essential:

- **MS Project and Planner:** Manage your projects efficiently.
- **Power BI and Advanced Excel:** Leverage your data for informed decision-making.
- **Leadership and Technical Communication:** Develop your influence as a manager or project leader.

3. Artificial Intelligence

- **Introduction to AI:** Understand the fundamental concepts of artificial intelligence, neural networks, machine learning, and modern models.
- **AI for Engineers:** Leverage your data for informed decision-making and learn how to integrate AI into your technical projects.
- **Generative AI and Automation:** Discover how to use tools such as ChatGPT, Copilot, and generative models to automate engineering tasks.
- **Programming and Applied AI:** Learn to develop Python scripts to train models, analyze data, and implement operational AI solutions.

Why Choose Doussou Formation?

- **Training Recognized by the OIQ:** All our courses comply with the requirements of the Ordre des Ingénieurs du Québec, allowing you to validate your hours with confidence.
- **Expert Trainers:** Our instructors are experienced professionals in their field, ensuring hands-on and valuable training.
- **Flexible Learning:** Choose online or in-person sessions according to your schedule and preferences.
- **Personalized Learning Paths:** We can tailor our training programs to your specific needs or those of your company.



- AI
- [\[Details\]](#)



- Python and Data Science
- [\[Details\]](#)



- Unreal Engine
- [\[Details\]](#)



- Git
- [\[Details\]](#)



- ReactJS
- [\[Details\]](#)



- Blender
- [\[Details\]](#)



- Mastering SQL Queries
- [\[Details\]](#)



- Java
- [\[Details\]](#)

The field of technological engineering is one that evolves the fastest. Constantly needing to update your skills to keep up with ever-changing software and methods, Doussou Formation designed tailored training programs specifically for engineers. We offer a wide range of interesting and relevant courses. Our team of instructors consists of experts in their field, and our approach promotes hands-on learning and small groups, encouraging interactions that foster meaningful and lasting learning experiences.

By completing your training with Doussou Formation, you will put your knowledge into practice, benefit from privileged access to your trainer, and receive personalized follow-up to ensure we consistently provide the best training.

For the required 30 hours of continuing education required by the Ordre des ingénieurs, we are here to support you. Let us give you the tools to stay up to date with technological and methodological advances. At Doussou, you will certainly find a course that meets your needs. Here are a few examples below.

Our Technology Courses

- JavaScript Training
- C# – C Sharp Training
- MVC ASP.Net Training
- React.JS – Continuing Education
- VUE.JS Training
- 3D Programming (Rhino 3D)
- 3D Max Training
- HTML5 and CSS3 Training
- Java Training
- PHP Courses
- Laravel Framework Courses
- Python and R Language Training
- Cybersecurity Courses
- XML Training

Our Methodology and Office Productivity Courses

- VBA Courses
- Excel Training
- Training: Mastering Macros and Introduction to Programming
- GIT Training: Writing Technical Documentation
- Zoom Training
- Microsoft Teams Training
- Nuance eCopy Training
- Acrobat Pro Training
- PowerPoint Training
- Publisher Training

By email: info@doussou-formation.com

Adobe Muse Training

Introduction to [Adobe Muse Training](#)

Preparing to design a website

- Difference between Muse and Dreamweaver
- What web design (links to the Webby Award gallery)
- How Muse can help you design and publish your website without coding
- Define your project: site name, target audience and the purpose of your site
- The importance of a well planned website
- Create a site map
- Content Strategy
- Design your wireframes on paper
- Choose your font and set your color sample

Introduction to Muse

- Screen Muse
- Toolbars
- Menus and commands
- Customizing the work environment
- The Adobe Muse interface details
- Working with page backgrounds
- Create new pages, navigation, states
- assets
- Widgets (menus, composition, button
- links to social, slideshows)

Master pages

- Edit and create models
- Using Templates
- Update masters
- Apply a template to existing pages

Inserting dynamic elements

- Button and text
- Animation and Film

Using Forms

- The insertion of form fields
- Field properties
- Sending form

Layers

- Insert Layer
- Working with layers
- Structure layers

Library

- Create items in the library
- Insert library items on the page
- Edit library items

Publish

- Adapt your site to a desktop computer, tablet and phone platform
- Manage the website, test and edit your site

About

Founded in 2016

97% satisfaction



Doussou Formation – Canadian provider of market-ready IT training

Founded in 2016, **Doussou Formation** quickly established itself as a leader in training for information technology, office productivity, human capital, project management, and graphic design, in Quebec and across Canada.

Our approach & quality commitment

- **Certifications and recognition:** over 97% satisfaction based on client evaluations.
- **Practice-based pedagogy:** 100% hands-on training, in small groups, with course materials, personalized follow-up, and certification at the end of the program.
- **Experienced trainers:** seasoned professionals, rigorously selected and assigned according to your needs.

Geographic reach & accessibility

Our training sessions are offered in person in **Montreal, Quebec City, and Gatineau/Ottawa**, as well as in **virtual classrooms** accessible anywhere in Canada.

We serve **businesses, public organizations, NPOs, and individuals** with a standardized “market-available” offering, compliant with procurement requirements (no custom development).

[Montreal](#)
[Quebec City](#)
[Gatineau / Ottawa](#)
[Online \(Canada\)](#)

Training domains & topics

More than **100 ready-to-start courses** – organized by major **topics** to quickly meet your needs.

Productivity & Office Tools
Data & Analytics
Development & DevOps
Collaboration & M365
Design, Graphics & Multimedia
Leadership & Human Capital
Project Management
Digital Marketing & SEO
Emerging Technologies & AI

Productivity & Office Tools

- **Spreadsheets & automation** – Excel (pivot tables, Power Pivot), Google Sheets
- **Documents & layout** – Advanced Word, templates, mail merge
- **Communication** – Outlook, email best practices

Data & Analytics

- **BI & visualization** – Power BI (Modeling, DAX), Tableau
- **Databases** – SQL (queries, optimization)
- **Data science** – Python for analysis

Collaboration & M365

- **Teams & team productivity** – meetings, channels, best practices
- **SharePoint & OneDrive** – structures, permissions, governance
- **Copilot & applied AI** – responsible use and quick wins

Design, Graphics & Multimedia

- **Adobe Suite** – Photoshop, InDesign, Illustrator
- **UX/UI & prototyping** – Figma, mockups and components
- **Animation & content** – basics of 2D/3D, visual storytelling

Leadership & Human Capital

- **Management** – leadership, two-way feedback
- **Effectiveness** – time & priority management
- **Work climate** – managing difficult employees

Project Management

- **Methods & tools** – planning, monitoring, risk management
- **Microsoft Project** – calendars, resources, reports
- **Agile/Hybrid** – practical team practices

Digital Marketing & SEO

- **SEO** – technical, content, linking, monitoring
- **Acquisition** – Google Ads, social media
- **Content** – editorial guidelines, conversion pages

Emerging Technologies & AI

- **Generative AI** – ChatGPT, Copilot, best practices
- **Systems & dev** – Linux, JavaScript, React, DevOps
- **Automation** – scripts, integrations, workflows

*Indicative lists: each topic is available at **beginner**, **intermediate**, and **advanced** levels, in person or in virtual classrooms.*

Our clients & references

- **Governments:** federal, provincial, municipal.
- **Public institutions:** CNESST, SAAQ, BANQ...
- **Education & NPOs:** universities, colleges, community organizations.
- **Private sectors:** Hydro-Québec, Vidéotron, Bell, Desjardins...
- **International presence:** France, DRC, Guadeloupe, Mali.

Why choose Doussou Formation?

Strength	Description
Pan-Canadian reach	In-person in Quebec + virtual across Canada.
Standardized offering	Clear, ready-to-use catalog.
Small groups & support	Better learning through personalized guidance.
Bilingual accessibility	Materials and training in French and English.
Transparent pricing	Public rates, discounts under conditions (F01).
Proven credibility	Expert trainers, recognized clients.

Address: 1155 Metcalfe Street – Montreal

[Contact us](#)

[View PDF catalog](#)

They trust us

Many companies, institutions, and organizations place their trust in us and continue to attend our training.

Here are some examples:

Sector	Organizations
Financial services, real estate and insurance	Desjardins, National Bank of Canada, Intact, Olympus, Global Pay
Leisure, culture and hospitality	Caraïbes Nordiques, Tangente Danse, PPS Danse, Théâtre de la Dame de Cœur, Le Carrousel, Productions Roméo et Fils, Tidan
Federal government agencies	Government of Canada, RCMP, Department of Fisheries and Oceans, National Defence
Provincial government agencies	Ministry of Families, Ministry of the Environment, MSSS (Ministry of Health and Social Services), CNESST, Québec Research Fund, SAAQ, Public Curator, BANQ (National Library and Archives of Québec), Tourisme Québec, UPAC
Municipalities	City of Montréal, Municipality of Sayabec
Education services	Laval University, Université de Montréal, Cégep de Trois-Rivières, Royal Military College Saint-Jean, University of Ottawa, CPE de la Courtepointe
Technology & communications	Capitel, Blue Solutions, Progi, PMG Technologies, Hydro-Québec, Vidéotron, Bell Canada, TC Transcontinental, GRICS
Non-profit organizations	Résidence Le Monarque, Réseau-Femmes Ontario, Sphère Québec, Alzheimer Outaouais, Valoris, Culture Laval, Québec Logistics Innovation Institute
Social & public services	Urgences-Santé, IDDPNQL, CSS des Patriotes (School Service Centre), SIS Immigration, RDÉE Canada, Société Économique de l'Ontario
Associations & professional orders	Ordre de la Physiothérapie du Québec, Professions Québec, CPA Québec, Public Service Alliance, Association des cadres des CPE
Construction & manufacturing	ENERGI Fenestration, APL Construction, Canatal, MSP, Veolia, Acti Solutions, Photon, Les Bois de Plancher PG, KID Toy
Transport & logistics	Groupe Morneau, Communauto, STO Outaouais (Public Transit Service)
Agriculture & food	F. Ménard
Retail & e-commerce	Jackfield, Safran

Sector	Organizations
Cosmetics & wellness	Institut de Beauté Manon Simard
International	RATP (France), IMIE (France), Davidson Paris, Koala Web (Guadeloupe), Malitel (Mali), AAC/RDC (Congo)



Publisher Training

Introduction to the Publisher Training

Getting Started with Microsoft Publisher

- Overview of the software interface
- Understanding interactions and navigation logic
- Key differences between Publisher and standard word processors
- Customizing the workspace for better efficiency

Structuring a Professional Document

- Preparing and managing pages
- Selecting appropriate layout types
- Using the built-in template library
- Mastering guides and layout rulers
- Managing color palettes, fonts, and master pages
- Customizing page numbers, headers, and footers

Managing Text Content

- Creating and organizing text boxes
- Editing text and formatting paragraphs
- Working with columns, styles, and linked frames
- Wrapping text around graphic objects
- Importing text from external sources

Inserting and Styling Visual Elements

- Creating and manipulating graphic elements
- Importing and adjusting images

- Adding borders, shadows, rotations, and visual effects
- Using WordArt and creating drop caps
- Managing layering and alignment

Creating and Formatting Tables

- Inserting basic tables
- Customizing the look and feel of tables

Using Themes

- Applying cohesive color schemes and font sets

Preparing for Export and Print

- Setting up a document for professional printing
- Using the layout checker for print-readiness
- Exporting to PDF or XPS formats
- Creating a web-ready version of the publication

Professional Printing

- Printer setup and configuration options
- Advanced options such as color separation

Recommended Complementary Courses

- [PowerPoint Training – Master the Art of Impactful Presentations](#)
- [Canva Training: Design Presentations and Icons](#)