

# HubSpot Training: Mastering Customer Relationship Management (Beginner)

## Module 1 – Understanding the Logic of a Modern CRM

- The role of a CRM in an organization: objectives, benefits, and limitations
- Differences between CRM, marketing automation, and sales tools
- Overview of HubSpot (CRM, Marketing, Sales, Service) and common use cases
- Best practices: adoption, data quality, and follow-up discipline

## Module 2 – Getting Started with the HubSpot Environment

- Interface discovery: navigation, menus, views, and search
- Essential settings: profile, company details, preferences, units
- User management: roles, access rights, and security principles
- Work organization: dashboards, shortcuts, and startup methodology

## Module 3 – Structuring Your Customer Database

- Creating and managing contacts, companies, and associations
- Understanding properties: standard fields, custom fields, field types
- Data import and cleanup: formats, duplicates, and consistency rules
- Effective segmentation: filters, views, and lists for targeting

## Module 4 – Centralizing Interactions and Customer Follow-Up

- Activity timeline: notes, emails, calls, meetings, and traceability
- Task creation and management: priorities, reminders, organization
- Managing interaction history: search, sorting, and key information
- Daily routine: a simple method to ensure nothing is missed

## Module 5 – Capturing Leads Effectively

- Conversion principles: visitor → lead → contact journey
- Form creation: fields, validation, messages, and best practices
- Website integration: tracking, embedding, and data consistency
- Conversion pages: structure, calls to action, and compliance principles

## Module 6 – Communicating with Your Contact Database

- Campaign preparation: objectives, audience, messaging, and scheduling
- Email creation: content, subject lines, personalization, segmentation

- Best practices: deliverability, consent, frequency, and quality
- Performance analysis: open rates, clicks, and optimization opportunities

## Module 7 – Automating Simple Actions

- Understanding automation: triggers, conditions, and actions
- Basic automations: notifications, assignment, follow-up, reminders
- Structuring a simple journey: post-form or post-interaction automation
- Best practices: avoiding over-automation, testing, and monitoring

## Module 8 – Organizing Support and Request Follow-Up

- Structuring customer request handling: tracking logic and priorities
- Centralizing exchanges: traceability and internal collaboration principles
- Organization methods: categories, statuses, and urgency levels
- Continuous improvement: standardizing responses and reducing delays

## Module 9 – Measuring and Managing Performance

- Defining relevant KPIs: acquisition, conversion, follow-up, engagement
- Dashboards: reading, widgets, and essential indicators
- Interpreting results: trends, anomalies, and corrective actions
- Improvement planning: adjusting messages, segments, and processes

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# Python and Data Science Training – Complete Tour

## Introduction to the [Python](#) and Data Science Course – Block 1

- Variable types (integer, float, boolean, etc.) and basic operators;
- Data structures (list, tuple, dictionary, etc.);
- Flow control (if-else, try-except-finally);
- Loops (for, while);
- Combining flow control and loops;
- Functions and methods (function(object) and object.method());
- Importing external modules to access additional functions and methods;
- Syntax principles and best practices.

## Introduction to [Python](#) – Block 2

- Managing modules;
- Administering the operating system;

- Extracting data from the web (web scraping);
- Cleaning and transforming data using the regex module;
- Working with time using the datetime module.

## Introduction to Data Science

- Jupyter Notebook, Spyder, and other tools;
- Introduction to NumPy;
- Introduction to Pandas – Series objects;
- Introduction to Pandas – DataFrame objects;
  - Extra: Introduction to Pandas – Instructions;
  - Extra: Tidy Data;
- Groupby operations and aggregations;
- Data collection from Web APIs and analysis;
- Data visualization;
  - Extra: Geospatial visualization.

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# Master Git: Manage Your Versions and Collaborate Effectively

## Module 1: Introduction to Git

Objective: Understand the usefulness of Git in version control and project development.

- Introduction to version control in the context of a static website project.
- Install and configure Git as well as Python, Pip, GitHub, GitLab, and MkDocs.
- Overview of Git and its ecosystem (GitHub, GitLab, Bitbucket, etc.).

## Module 2: Working Alone with Git

Objective: Master the fundamentals of Git for an individual static website project using Python and Markdown.

- Basic commands: `git init`, `git config`.
- Track and record changes: `git add`, `git status`, `git commit`.
- Explore previous versions: `git log`, `git diff`.
- Manage versions: `git tag`.
- Publish online: `git push`.
- Discover MkDocs, some Python, and Markdown to run the site locally and

host it online.

- Discover other concepts: branches (`git branch`, `git checkout`), a YAML file, a README.md, on GitHub and GitLab.
- Clone an online project: `git clone`.
- Work with command aliases.

### Module 3: Working in a Team with Git

Objective: Learn how to use Git in a collaborative environment.

- Discover team types: owner and collaborator for a 2-person project, or equal collaborators.
- Manage teams and define permissions.
- Review commands and add updates to synchronize the local repository with the central repository: `git fetch`, `git pull`.
- Best practices for teamwork with Git.

### Module 4: Pull Request (Merge Request)

Objective: Master the process of requesting code integration through a Pull Request.

- Introduction to Pull Requests, contributing to a project, and the code review / merge request process.
- Create and submit a Pull Request.
- Handle a conflict-free request: approve or reject the request.
- Update your repository: `git fetch`, `git pull`.
- Strategies for managing Pull Requests within a team.

### Module 5: Managing Merge Conflicts

Objective: Learn how to handle and resolve version conflicts.

- Understand merge conflicts: causes and how to detect them.
- Handle a request with conflicts: proceed or reject the request.
- Resolve conflicts manually: `git status`, `git mergetool`.
- Use conflict resolution tools (VS Code, Meld, etc.).
- Best practices to avoid conflicts: use the `git stash`.
- Manage the stash: `add`, `apply`, `drop`, and more.

### Module 6: Synchronization and Continuous Integration

Objective: Manage team integration workflows.

- Differentiate between origin and upstream repositories.
- Introduction to CI/CD concepts, continuous integration, and triangular workflows.

- Introduction to branches: git branch, git checkout -b.
  - Introduction to HTTP and SSH remotes and managing SSH encryption keys.
  - Discover backtracking, history, and other user-friendly tools.
  - Explore the CI/CD pipeline, continuous integration, and continuous deployment.
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# Unreal Engine Training for Architecture and Design

## Introduction to Unreal Engine Training

- Using templates
- User interface
- Project management
- Object manipulation

## Creating an Unreal Engine Project

- Importing content from various sources
- Datasmith
- Object management
- Terrain and vegetation
- Modeling
- Lighting
- Creating different types of lights
- Creating outdoor lighting: day/night

## Unreal Engine Materials and Textures

- Material Editor
- Material Instances
- Creating various PBR materials (metal, wood, concrete, glass, plastic, water, etc.)
- Material Functions

## Unreal Engine Animation

- Level Sequence
- Keyframe animation
- Physics and dynamics

## Unreal Engine Rendering and Animation Production

- High-resolution image rendering
- Animated video rendering

## Unreal Engine Interactivity

- Introduction to Blueprints
- Compiling an interactive project

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# D5 Training: Architectural Visualization Course

## Introduction to D5 Training

- D5 interface and navigation
- Object manipulation in D5
- Project import (Revit, SketchUp, 3ds Max)
- Terrain

## Materials and Textures in D5

- Material application
- Specific materials

## Lighting in D5

- Different types of lighting and their application
- Sunlight study

## Rendering in D5

- Camera settings and manipulation
- Still image rendering
- Animated sequence production
- D5 post-production effects

# Lumion Training: Architectural Visualization Course

## Introduction to Lumion Training

- Lumion interface and navigation
- Object manipulation in Lumion
- Project import (Revit, SketchUp, 3ds Max)
- Terrain

## Materials and Textures in Lumion

- Material application
- Specific materials

## Lighting in Lumion

- Different types of lighting and their application
- Sunlight study

## Rendering in Lumion

- Camera settings and manipulation
- Still image rendering
- Animated sequence production
- Post-production effects

## Conclusion of the Lumion Training

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# Twinmotion Training: Architectural Visualization Course

## Introduction to Twinmotion Training

- Twinmotion interface and navigation
- Project import (Revit, SketchUp, 3ds Max)

## Materials and Textures in Twinmotion

- Material application

- Specific materials

## Vegetation, Terrain and Landscaping in Twinmotion

- Terrain sculpting
- Terrain from predefined sources
- Scatter tools
- Grass, trees

## Object Libraries and External Source Import in Twinmotion

- Library asset management and manipulation
- Importing external content
- User library
- Lights
- Characters and vehicles
- Animator

## Rendering in Twinmotion

- Camera settings and manipulation
- Still image rendering
- “Phased” rendering
- Animated sequence production
- Post-production

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# Photoshop & InDesign Course – Graphic Design Skills for Print & Web

## Adobe Photoshop Training – Professional Essentials

### Introduction to the Adobe Photoshop Course

This course is designed for professionals looking to master the core features of Adobe Photoshop in a visual communication, design, or marketing context. It provides the skills needed to create high-quality visuals aligned with corporate standards.

### Interface and Workspace

- Discover the workspace, tools, and control panel

- Create and save custom workspaces

## Color Management and Color Modes

- Understand color modes (RGB, CMYK, etc.)
- Use color palettes, swatches, and gradient editor

## Drawing Tools

- Work with pencil, brush, airbrush, and eraser tools
- Use paint bucket, gradients, and the gradient editor

## Selection Tools

- Use move and selection tools (lasso, magic wand, quick selection)
- Copy, move, delete, and manage selections

## Text and Typography

- Create, format, and edit text
- Manage text blocks, character and paragraph styles, inline or area text
- Convert text into vector images

## Layers, Masks, and Effects

- Understand layer logic and organize your project
- Manage layer groups and fill layers
- Create vector masks to isolate elements

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## **Adobe InDesign Training – Professional Layout & Publishing**

### **Introduction to the Adobe InDesign Course**

This course is intended for professionals looking to master layout and publishing using Adobe InDesign. It covers all essential features for creating print and digital documents: brochures, reports, magazines, product sheets, and more.

### **Interface and Document Setup**

- Create a new professional document
- Explore tool panels and customize the workspace

### **Managing Text Frames**

- Manipulate and format text frames
- Link frames, manage multi-column layouts and text balance

## Guides and Alignment

- Use layout grids and smart guides
- Align, rotate, scale, and position elements precisely

## Paragraphs and Styles

- Advanced paragraph management and typographic styles
- Type on a path, control hyphenation, and apply fine-tuning

## Working with Tables

- Insert or import tables from Word or Excel
- Format cells, rows, and columns professionally

## Working with Images

- Import, crop, and cut out images
- Use the Links panel, Adobe Bridge, and Mini Bridge
- Apply basic text wrapping around images

## Colors, Swatches, and Print Preparation

- Create and manage colors, gradients, and swatch libraries
- Preview CMYK separations and prepare for print production

## Preflight and Export

- Preflight checks, font and image verification
- Create a package folder, export to print and digital PDF formats
- Manage print presets and export to other formats

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# Kofax Power PDF Training – Create, Edit & Manage PDF Documents

## Introduction to the [Kofax Power PDF Training](#)

This training program introduces you to all the key features of **Kofax Power PDF** – a powerful and complete solution for creating, editing, organizing, and sharing professional PDF documents. With a practical, step-by-step approach, you'll quickly become proficient in using the software for all your PDF needs.

## Getting Started with the User Interface

- Overview of the interface: tabs, toolbars, and workspace layout
- Seamless navigation through PDF documents
- Customizing the display and user preferences
- Using navigation and print tools efficiently

## Creating PDF Documents with Kofax Power PDF

- Generating PDFs from other software (Word, Excel, images, etc.)
- Converting text or image files into PDF format
- Copying and pasting elements from the clipboard
- Exporting content to RTF or image formats

## Editing and Enhancing PDF Content

- Editing existing text and inserting new text blocks
- Managing graphics and adding images to your documents

## Structuring and Navigating Your PDFs

- Using thumbnails for fast document navigation
- Creating bookmarks, internal/external links, and interactive buttons
- Organizing content into articles for guided reading experiences

## Advanced Page Management

- Crop, rotate, and renumber pages
- Insert, move, duplicate, extract, or delete pages
- Merge multiple documents into one

## Adding and Managing Comments

- Using the comments panel efficiently
- Adding annotations, proofreading marks, and collaborative notes
- Sorting, reviewing, and exporting comments

## Customizing the User Environment

- Adapting the display to your workflow preferences
- Setting up comments and annotation preferences
- Enabling full-screen mode for enhanced focus
- Defining default document launch properties
- Configuring grid lines and visual guides

## Conclusion of the Kofax Power PDF Training

By the end of this course, you will be able to use **Kofax Power PDF** professionally, taking full advantage of its capabilities to create structured, interactive, and secure PDF files. A must-have skill for anyone

looking to optimize digital document workflows and improve productivity.

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# Nitro PDF Forms Training – Build and Secure Professional Interactive PDFs

## Introduction to the [Nitro PDF Training](#)

This hands-on training program on **Nitro PDF** teaches you how to create, customize, and secure interactive PDF forms. Ideal for professionals looking to streamline information collection, automate administrative tasks, and protect sensitive digital documents.

## Build Interactive Forms with [Nitro PDF](#)

- Identify the key components of a professional-grade PDF form
- Add and format text fields with precision
- Apply field validation rules for accurate data entry
- Use alignment grids to ensure visual consistency
- Insert checkboxes, dropdown lists, and radio buttons
- Create dynamic calculated fields (e.g., totals, percentages)
- Add a reset button to clear form entries instantly
- Define a logical tab order for an improved user experience

## Integrate Digital Signatures

- Select and configure a secure digital signature manager
- Set password options and define permission levels
- Insert a personalized image signature
- Apply and manage signatures across multiple document types

## Form Protection and Document Security

- Use redaction tools to hide confidential information
- Set up layered password protection for form access
- Manage permissions for viewing, editing, and printing

## Optical Character Recognition (OCR)

- Enable OCR to recognize text in scanned documents
- Configure OCR properties for optimal text extraction
- Use intelligent search tools within your PDFs

## Customize the User Experience

- Adjust display preferences for reading and editing modes
- Configure annotation and comment settings
- Activate and fine-tune full-screen viewing mode
- Set default document opening properties
- Manage visual layout with grids, guides, and snap settings