

Basic Events Training

Events are the foundation of Tealeaf's search and reporting capability, and their value is contingent upon being tailored to each customer's website. While Tealeaf's Professional Services team will get Tealeaf up and running, it is essential to have internal resources with the knowledge and skill to create and modify events as your business goals and website architecture evolve. This course is designed to get those individuals started on building and maintaining events.

This course is also recommended for business analysts who will be using Tealeaf-reported data, so they can effectively design reports and metrics that take advantage of Tealeaf's capabilities.

Course Description

In this introduction to events, participants learn how events work, how to create simple and compound events, how to design events to capture valuable reported data, and best practices on managing events. Each topic has associated demonstrations and hands-on practice exercises to ensure participants are comfortable using the event creation functionality, and that they have a good understanding of the resulting data.

Target Audience

This course is **required** for Tealeaf Event Modelers and/or Tealeaf System Administrators who will be responsible for creating and maintaining business and/or technical events. It is **highly recommended** for business analysts who will be utilizing the data from Tealeaf, so that they know what reported data is available.

Pre-requisite

Successful completion of cxImpact Training or equivalent Tealeaf experience.

Objectives

This one-day course provides Tealeaf users:

- An understanding of the Tealeaf event model, processing pipeline, and the different types of basic events.
- The ability to use the Event Editor to create simple, compound, threshold, sequence and distance events.
- Knowledge of best practices in event creation, including factors to consider in designing events to support business and technical searches and reports.
- Knowledge of best practices in event maintenance and management.

Topics

The following topics are covered in this course:

- Event Definition and Usage
- Simple Event Creation
- Compound Event Creation
- Best Practices for Reporting
- Best Practices for Maintaining Events in a Live Environment

Course Materials

Events Training Materials (to be provided upon arrival to training course).