

# IP EDUCATION SERVICES

ACHIEVE YOUR GREATEST POTENTIAL WITH COMPREHENSIVE PRODUCT TRAINING AND IP EDUCATION



## **INCREASE YOUR KNOWLEDGE, INCREASE YOUR POWER**

Knowledge is power. The Intellectual Property (IP) Education Services team helps you increase your product knowledge so you have the power to succeed in your efforts.

Our experienced IP Education team has a deep understanding of IP content, search strategies and best practices in analytics. This expertise, coupled with our broad IP experience, ensures an optimal training experience for you and your organization.

The team's knowledge has been applied to a blended learning curriculum, which allows you to learn in the manner that best fits your educational style and at the times that are most convenient for you. This ensures you have the resources you need to maximize your product knowledge and investment.

## **BENEFIT FROM A BLENDED LEARNING EXPERIENCE**

You choose the type of training support you need and when you need it. The Blended Learning Curriculum offers flexibility and

convenience. Review the different online and live training opportunities and select those that are most appropriate for you and your team.

- On-demand, recorded presentations (available 24/7)
- Live, public WebEx® training sessions (several sessions are held each week; new schedules are posted at the beginning of each month)
- Customized training (held at your request, either on site or online)

## **GET GLOBAL, EXPERIENCED ASSISTANCE**

The IP Education team has years of IP research experience and is multilingual, so we can meet your different, global education needs. Select, on-demand training sessions are available in:

- Chinese
- English
- French
- German
- Italian
- Japanese
- Korean

Let us know if you need training support in a language not listed.

### **WHEN TO USE US:**

- Increase team's product knowledge across user levels
- Improve the productivity of your research teams
- Save time on research projects
- Support your overall intellectual property research investment
- Extend education more broadly across your company

### **WHO USES US:**

- Competitive/Market Intelligence
- Intellectual Property Specialists
- Information Managers
- Legal
- Licensing
- R&D
- Strategic Planning and Executives



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### RETAIN YOUR NEW KNOWLEDGE WITH SUPPORT MATERIAL

To help you retain everything that you learn, the IP Education Services team has support material you can bring back to the office and share with others.

- Case studies
- Customized material for special-request training sessions
- Quick reference cards
- Quick tour presentations
- Patent workshops
- Product-specific collateral
- Training reminder emails (sent monthly)

There are also dedicated web pages for administrators of certain products, where you can access information and materials, including posters and pens, to help get your users motivated

and engaged. This will help you keep people informed about the research and analysis tools you offer and ensure they remain top of mind.

### TAKE ADVANTAGE OF THESE VALUABLE RESOURCES

Most on-demand and web-based training offerings are free to our customers and a great way to boost knowledge and improve productivity. To find out more and register for these sessions visit:

[scientific.thomsonreuters.com/training/](http://scientific.thomsonreuters.com/training/)

Customized sessions are fee-based and can be developed to meet your specific needs. They are a great way to focus on and overcome shortcomings or limitations within your team. Speak to your area representative for more information.

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