



IEM

The Institution of Engineers, Malaysia (IEM)

YES

Young Engineers Section (YES)

PRESENTING

GOOGLE ANALYTICS CRASH COURSE



DR YU YONG POH

LEAD TECHNICAL TRAINER
(DATA, ANALYTICS AND MACHINE
LEARNING) AT
AIRASIA ACADEMY

**BEM APPROVED CDP/PDP: 4
REF. NO: IEM21/HQ/491/C (W)**

**22ND OF JANUARY 2022
(SATURDAY)**

Time : 9:00 a.m. - 1:00 p.m.

Venue : Virtual ZOOM

Price : RM 40 (Student)
RM 75 (Graduate)
RM 125 (Corporate)
RM 240 (Non-member)

- DESIGN YOUR OWN WEBPAGE
- LEARN AND APPLY GOOGLE ANALYTICS
- FOR STUDENTS, BEGINNERS AND PROFESSIONAL



**REGISTER HERE! OR
www.myiem.org.my**



@IEMYESHQ



iemyes



IEM Young
Engineers
Section (YES)



Young Engineers
Section, IEM-YES



IEM

The Institution of Engineers, Malaysia (IEM)

YES

Young Engineers Section (YES)

Synopsis

Google Analytics is a web analytics service that allows users to track and report website activity for better content and performance optimization. It is used to gauge user engagement, individual page traffic and the success of marketing/publicity campaigns. This workshop thus aims to provide participants with the skills to design and publish their own website; alongside learning and applying Google Analytics to their webpage.

Tentative Program

Time	Description
9.00 am - 9.10 am	Introduction of the trainer
9.10 am - 10.00 am	Make your own personalized website
10.00 am - 11.00 am	Introduction to Google Analytics & the Google Analytics interface
11.00 am - 11.50 pm	Basic report from Google Analytics
11.50 am - 12.45 pm	Linking your personal website to Google Analytics
12.45 pm - 1.00 pm	Q & A Session
1.00 pm	End of workshop

Important Notes:

- Registration closing date: 20/01/2022 (Thursday)
- For ONLINE REGISTRATION, payment MUST BE MADE BY ONLINE PAYMENT (vis RHB Now and Maybank2u - Personal Saving & Personal Current, Any Credit Card - Visa/Master).
- FULL PAYMENT must be settled before commencement of the event; otherwise participants will not be allowed to participate in the workshop.
- If the participant failed to attend the workshop, the fee paid is non-refundable. IEM YES reserve the right to reject any LOU/LOG not in accordance with these instructions.
- IEM YES reserves the right to postpone, reschedule, allocate or cancel the programme due to unforeseen circumstances.



@IEMYESHQ



iemyes



IEM Young
Engineers
Section (YES)



Young Engineers
Section, IEM-YES