



**What** A 2-day event for migrating to Google's GA4-class of analytics and visualization tools

**When** January 31-Feb 1, 2023

**Where** Collabüro, 499 Preston Street, Ottawa ON K1S 4N7

**Details** Participants not only implement GA4, they also learn how to leverage the full Google stack to gain control over the data throughout their funnel.

The GA Fast4ward program works for both firms who have installed GA4 and those still on the soon-to-be-retired Universal Analytics. Participants will learn how to tie together data from all their systems for analyzing and making better marketing decisions, walking away with a dashboard that shows company leadership how marketing dollars impact the sales cycle, all the way to earning a profit.

**More** [www.GAFast4ward.com](http://www.GAFast4ward.com) or workshop instructor Glenn Schmelzle, [glenn@marketingwhatsnew.com](mailto:glenn@marketingwhatsnew.com)



# GA Fast4ward

## Day 1 Agenda

<i>Module</i>	<i>Specific Task</i>	<i>Duration (hrs)</i>
a)ONBOARDING	introductions	0.25
b)DAY1OBJECTIVE	Identifying stakeholders, stack & documentation	0.25
	Verifying access requirements	0.13
c)GA4 CONFIGURATION	Hands on with GA4	0.75
d)GA4 INTERFACE	Hands on with GA4	1.00
e)DAY1BREAK1	BREAK	0.25
f)DAY1CONVERSIONS	Hands on with Google Tag Manager	0.75
g)DAY1LUNCH	LUNCH	1.00
h)DATA PIPELINE: ADS & BIZ SYSTEMS	Hands on with BigQuery & ETL tool	1.00
i)BREAK	BREAK	0.25
j)DATA PIPELINE: GA4	Hands on with BigQuery & GA4	0.75
k)DAY1PROGRESS	Test ability to apply learning	0.13



# GA Fast4ward

## Day 2 Agenda

<i>Module</i>	<i>Specific Task</i>	<i>Duration (hrs)</i>
a)ONBOARDING	housekeeping	0.13
b)DAY2OBJECTIVE	Re-verifying access requirements	0.13
c)DAY2CONVERSIONS	Hands on with GA4/Google Tag Manager	0.50
d)DATA SOURCES/STRUCTURES	Hands on with BigQuery/Google Sheets	1.00
e)DAY2BREAK1	BREAK	0.25
f)EXPLORE MODE VISUALIZATIONS	Hands on with GA4 (explore tab)	1.00
g)DAY2LUNCH	LUNCH	1.00
h)DATA STUDIO VISUALIZATIONS	Hands on with Data Studio	1.25
i)DAY2BREAK2	BREAK	0.25
j)ADVANCED DASHBOARDING	Hands on with GA4/Data Studio	1.00
k)DAY2PROGRESS	Test ability to apply learning	0.13