

Kickstarting Your Business with Crowdsourcing

Today's fast-paced marketplace demands that businesses think fast. Crowdsourcing can help all types of businesses keep on top of trends and stay competitive. This one-day course will show you how to leverage all types of crowdsourcing (including microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding) to kickstart your business' growth.

What Will Students Learn?

- ✓ Define what crowdsourcing is and its value to businesses
- ✓ Determine when crowdsourcing makes sense for a project
- ✓ Describe the crowdsourcing process
- ✓ Identify platforms and social media tools that can support your crowdsourcing campaigns
- ✓ Describe the major types of crowdsourcing, including microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding
- ✓ Attract and engage your crowd

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes

What Topics are Covered?

- ✓ What is crowdsourcing?
- ✓ The crowdsourcing process
- ✓ Choosing your crowdsourcing platform
- ✓ Types of crowdsourcing (microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding)
- ✓ Social media and crowdsourcing
- ✓ Engaging the crowd
- ✓ Test driving

- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion