

# Conversion Specialist – An Introduction

Become a true conversion specialist in four deep dive sessions

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## What will you learn?

Become a true conversion optimizer with our Conversion Specialist course. In this course we will introduce you to the essentials of evidence based growth: the FACT & ACT process, and all the things you need to know about statistics, consumer psychology, and tools for running successful online experiments. In four sessions we will make sure you have a good understanding of each step in the process of becoming a true conversion specialist.

### 4 sessions, 4 fields of expertise

- The FACT & ACT methodology on running successful online experiments
- The statistics behind CRO: learn about the right metrics, test bandwidth and analysing results.
- The psychology behind CRO: learn how the brain operates and makes decisions, how to create hypothesis and how to prioritize them.
- Putting it into practice: the data gives you insights, from the insights you make hypotheses and on this last day, we'll discuss these hypotheses and design options.

If you want to know how to grow your conversion, what your data tells you, what your customers think, how to test your hypothesis, and which steps to follow when you want to test structurally? Sign up for this course!

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## Course topics

### Session 1: Strategy, Organization & Process

During the first session we will reflect on each step in the optimization process and discuss how to setup and structure a sustainable program. How do you develop your own optimization insights and grow your customer intelligence? And how do you make sure these insights contribute to winning experiments, a more efficient and effective optimization program, and ultimately an evidence-based culture?

### Session 2: Data & Statistics Essentials

During the second session you will learn all the ins and outs of how to be data-driven in your optimization efforts. What should you measure? What does your data tell you about your customers and their behavior on your site? What are the elements that need optimization? This session will show you that statistics and the way you measure and interpret your data is key.

### Session 3: Psychology Essentials

During the third session we will show you what science can teach us about our brain. What motivates it? How does it perceive things? What does it remember? Which external factors are influencing these processes? And most important: How you can use these internal and external factors to influence the decisions and experiences of a brain. The goal is to learn when to use a specific persuasion technique in order to optimize the online dialogue with your customer.

### Session 4: Putting it into practice

During the last session you will show everyone the data you've collected and the hypotheses it brought you. We will discuss your ideas and give specific feedback. Besides that, you will learn what a good tech stack set-up is for running A/B tests successfully and will give you some interesting tools to try. Last but not least, you will receive a certificate!

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## Practical information

### Schedule

The entire course consists of four half-day sessions. All sessions will be on a Wednesday and there will be one week between each session (we will start a new course almost every month, on the first Wednesday of the month, check: [ondi.me/conversiespecialist](https://ondi.me/conversiespecialist)). The sessions start at 09.30hr and end at 12:30hr, but you are welcome for coffee and tea at 9.00hr.

### Teaching materials

All materials (tools, background articles and slides) will be shared with you online and will stay accessible for you after the course is finished. All study material will be in English. The lectures will be taught in Dutch or English (depending on the nationality of the students). There is no homework.

### Group

The group will consist of 6 to 12 people. With 12 people being the maximum amount of students able to participate in the course. A new group will start once it has 6 subscribers.

### Location

OD House, Catharijnesingel 45, 3511 GC Utrecht (a three minute walk from Utrecht Central Station).

**Public transportation:** It's a 5 minute walk from Utrecht central train station.

**Car:** Online Dialogue is surrounded by parking-lots. The parking-lot that's the closest to Online Dialogue is the Moreelsepark. After you parked your car you go to the right and immediately to the left. After approximately 150 m you'll find the entrance to Online Dialogue on your left.

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## Our lecturers

All lecturers for this course are part of the Online Dialogue team.



Conversion manager  
Tom van den Berg



Consumer Psychology Expert  
Joost Baalbergen



Senior Data Insights Expert  
Anouk Erens



Senior Consumer Psychology Expert  
Eline van Baal



Data Insights Expert  
Daan Bouwmeester



Senior UX design Expert  
Jorin Quest



Consumer Psychology Expert  
Roos van Dam



Consultant  
Maurice Tulen



Product Director & Consultant  
Lotte Cornelissen



Consumer Psychology Expert  
Kyra Delsing



UX designer  
Susanne Ottenheym

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## What else do you get?

- **Dedicated assistance:** You will have the possibility of endlessly asking questions to your teachers and your fellow students, there will always be 2 teachers at each training day.
- **Aftercare:** The teaching materials will remain available to you afterwards.
- **A certificate:** If you attended every session you will receive your Conversion Specialist diploma at the end of the course.

## For who?

This course is meant for those who will start or are working as (online) marketer, digital analyst, designers, copywriter or conversion specialist / manager and are striving to take their online growth and/or customer intelligence to the next level.

## More information

Questions? You can contact us at [info@onlinedialogue.com](mailto:info@onlinedialogue.com).

## Interested?

Are you interested in participating and become a true conversion specialist? Go to our site, choose your date of preference and fill out the registration form.

**Subscribe at [ondi.me/conversiespecialist](https://ondi.me/conversiespecialist)**