



EDA's Going for Gold Data Quality Workshops

Helping the electrotechnical supply chain create the highest quality product data

100% of delegates would recommend the training to a colleague



Book online at www.eda.org.uk/event or call the EDA on 020 3141 7350

Product data is your silent sales team. You will learn how to create product data that sells your products and enhances your brand.

"Superbly knowledgeable team presenting."
"A great day." "Individual chats were very helpful."

These free one-day training workshops, held in groups of 10-12, are designed for manufacturers involved in the creation and management of product data. EDA wholesalers working with product data are welcome and will benefit from attending.



The training is delivered by EDA's product data experts Richard Appleton, Head of Digitalisation (left), and Javier Garcia, Data & Onboarding Manager (right), and offers practical hands-on training plus one-to-one support and plenty of opportunity to ask questions and discuss challenges.

THE FREE WORKSHOP COVERS:

- Understanding the product data environment and why high-quality product data so important
- What EDATA Gold Standard means and how to get there
- Best practice for product descriptions
- Best practice for product images
- Understanding the ETIM data standard and its role in highlighting the technical performance of your products
- How to use the ETIM Content Management Tool (CMT)
- Practical session to review your Master Data, Digital Assets including Photoshop tips and tricks
- Beyond Gold: what's next in the drive to excellence?

2025 DATES:

10.30AM – 3.00PM

27 MARCH : Birmingham

The Studio, 7 Cannon Street,
Birmingham B2 5EP

1 OCTOBER : London

EDA Offices: Rotherwick House,
3 Thomas More St, London E1W 1YZ

