Sessions Outline

Session 1: Overview & Project Steps

Duration: 2 hours

Target audience:
- Project Manager / Implementation Consultant
- Data Engineer / Data Analyst

Objective:
By the end of this session, participants will understand the overall architecture of the full stack Meiro CDP solution, and gain an overview of the steps involved in a CDP implementation and understand the role of a PM in ensuring a successful implementation.

Content:
- Overview of Meiro's full stack solution
- Meiro CDP's use cases and client success stories
- Managing a successful implementation project:
  - Overview of pre-requisite for project implementation
  - Overview of Project Implementation Process
  - How to define and validate project scope
  - Project quality management

Session 2: Technical Implementation 1

Duration: 2 hours

Target audience:
- Data Engineer / Data Analyst

Objective:
By the end of this session, participants will gain practical skills in setting up the building blocks of the CDP including data sources, events, attributes, and the crucial process of profile stitching.

Content:

- Overview of infrastructure, connection between Front end, database & Meiro Integrations
- Overview of CPS, attributes
- Implementation of a data source
- Implementation of Profile Stitching
- Implementation of Attributes

Session 3 : Technical implementation 2

Duration: 2 hours

Target audience:
- Data Engineer / Data Analyst

Objective:
By the end of this session, participants will gain practical skills in defining the Customer Data Model and completing the implementation of the CDP

Content:
- Customer Data Model
- Define source table, events, attributes
- Structure of workspaces

Session 4 : (Optional) Q&A

This session is optional, for anyone who has gone through the materials and who have follow up questions.

The questions are to be collected in advance.