

# **Integrated Marketing Communication:**

## **From Database Applications to Web Publishing, Social Media Sharing, and Google Analytics Tracking**

**Data islands proliferate throughout organizations.**

**No communication is possible without reliable  
and timely information.**

## **Data Integration**

- Understand the business requirements
- Mapping out the data islands
- Finding the problems and providing the missing links
- Foster organisation change to support data integration

## **Information Delivery**

- Understand the internal and external communication requirements
- Develop strategy for integrated marketing communication
- Monitor and evaluate feedback for continuous improvements

# **Integrated Marketing Communication**



## **A human centric and data driven approach to media and communication strategy**

The strategy requires a deep understanding of the target audiences and their information and communication needs.

# THE TWO LITERACIES FOR BETTER COMMUNICATION

DESIGN  
THINKING  
LITERACY

INFORMATION  
& MEDIA  
LITERACY

## HUMAN CENTRIC INNOVATION

DESIGN  
THINKING  
LITERACY

## DATA MANAGEMENT & COMMUNICATION

INFORMATION  
& MEDIA  
LITERACY

## **Database System and Operations**

Provide a foundation for housing data and information to support timely actions taken by humans and machines.

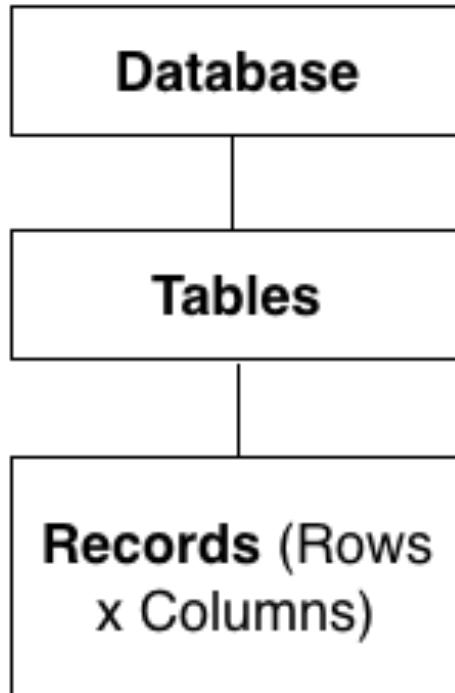
## **Information Architecture**

Design a blueprint for structuring, organising, labelling, navigating and searching the information space.

# **What is a database?**

**“A database is a computerised system that makes it easy to search, select and store information..”**

**Source: BBC  
Website**



“A **database** is made up of a collection of **tables** which relate to each other for storing and managing data entries (**records**), organised by rows and columns.

# Introducing Airtable

[Product](#)[Blocks](#)[Templates](#)[Universe](#)[Pricing](#)[Sign in](#)[Sign up](#)

# Create, your way

Part spreadsheet, part database, and entirely flexible, teams use Airtable to organize their work, their way.

Enter your email address

[Get started](#)

Already using Airtable? [Sign in](#)



## Tell us a bit about yourself

What will you be using Airtable for?

Select an option

Skip

Continue

### 14-day pro plan trial ✨

Good news! Your workspace will receive a **14-day free trial** of our **Pro plan**, which includes:

- ✓ Increased record & attachment limits
- ✓ Extended revision & snapshot history
- ✓ Extended functionality with blocks
- ✓ Advanced calendar features
- ✓ Custom branded forms
- ✓ More colors and styling options
- ✓ Personal views

Priority support Not available during trial

✓ And more!

Find a base or workspace

## WORKSPACES

My First Workspace Trial

Add a workspace

## + LEARNING AND RESOURCES

Guide to Airtable

Video tutorials

Help center

Ask a question

Importing

Understanding views

Advanced linking

What's new

Please verify your email address by clicking the link sent to  
bernardsuen@hotmail.com. Resend verification email

Invite your friends and coworkers to earn account credit!

## My First Workspace Pro trial 14 days left

SHARE



Event Marketing



Digital Content Calendar



User Studies



Product Launch



Product Planning



Content Marketing Management



Digital Video Production



Digital Asset Management



Applicant Tracking



Add a base

# **Creating your first database.**

Find a base or workspace

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Add a workspace

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Invite your friends and coworkers to earn account credit! [No thanks](#)

## My First Workspace Pro trial 14 days left

[SHARE](#)

Event Marketing



Digital Content Calendar



User Studies



Product Launch



Product Planning



Content Marketing Management



Digital Video Production



Digital Asset Management



Applicant Tracking



Add a base

- Start with a template
- Import a spreadsheet
- Start from scratch



Find a base or workspace

My First Workspace Pro trial 14 days left

SHARE

## WORKSPACES

 My First Workspace Pro trial

Add a workspace

## + LEARNING AND RESOURCES

Guide to Airtable

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Event Marketing



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User Studies



Product Launch



Product Planning



Content Marketing Management



Digital Video Production



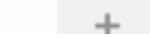
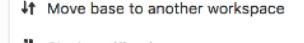
Digital Asset Management



Applicant Track



Untitled Base



+ Add a workspace

Add a base

 Share Duplicate base Move base to another workspace Slack notifications Delete base

Untitled Base

HELP ? 🔍 🔔 ⚙️

SHARE 📁 🔍 🔍 BLOCKS

Table 1 +

Grid view Hide fields Filter Group Sort Color ...

🔍

	Name	Notes	Attachments	+ ↴
1				
2				
3				
+				

Untitled Base

Table 1

Grid view Hide fields Filter Group Sort Color ...

Notes Attachments

Find a field type

Link to another record  
Single line text  
**Long text**  
Attachment  
Checkbox  
Multiple select

Cancel Save

3 records

# The Field Types Found in Airtable

- |                     |                     |                   |
|---------------------|---------------------|-------------------|
| 1. Single Line Text | 9. Attachment       | 17. Created Time  |
| 2. Long Text        | 10. Checkbox        | 18. Modified Time |
| 3. Date             | 11. Multiple Select | 19. Formula       |
| 4. Phone Number     | 12. Single Select   | 20. Autonumber    |
| 5. URL              | 13. Collaborator    | 21. Count         |
| 6. Number           | 14. Rating          | 22. Link          |
| 7. Currency         | 15. Duration        | 23. Lookup        |
| 8. Percent          | 16. Email           | 24. Rollup        |
|                     |                     | 25. Barcode       |

**A database can be used for representing and tracking people, things, events. and transactions.**

- People (e.g. students, employees, customers, donors, volunteers)
- Things (e.g. properties, stocks, products, books)
- Events (e.g. camplanigns, courses, conferences)
- Transactions (e.g. billings, orders, tasks, donations)

# **Learning from examples.**

Airtable Bases Templates Universe

Explore, discover, and share your passion

Sort by featured ▾

CATEGORIES

- Featured
- Arts and culture
- Community and local interest
- Creative production
- Education
- Entrepreneurship
- Fashion and style
- Food and drink
- Government and politics
- Health and self-improvement
- Journalism and publishing
- Marketing and sales
- Nonprofits and volunteering
- Operations
- Product, design, and UX
- Products and consumer reviews
- Professional
- Real estate
- Science and technology
- Sports and games
- Travel and outdoors

Publish your own!

**Cole Haan Creative Operations**

Cole Haan Brand Creative is an in-house, full service agency. Our Creative Operations team manages...

Andrew Coulter Enright

**Twilio's Lightweight CMS**

Tony Mataya

**Britannica's Digital Content Management System**

Alison Eldridge

**Insomniac Events' Staffing Template**

Insomniac Events



To do list

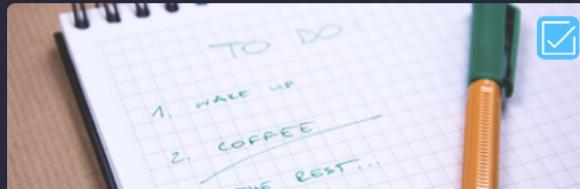


## 3 results for To do list

Sort by featured ▾

### CATEGORIES

- Featured
- Arts and culture
- Community and local interest
- Creative production
- Education
- Entrepreneurship
- Fashion and style
- Food and drink
- Government and politics
- Health and self-improvement
- Journalism and publishing
- Marketing and sales
- Nonprofits and volunteering
- Operations
- Product, design, and UX



### To Do List

#PROFESSIONAL

The old days of scribbling To Do notes in a book that find themselves lost in time are over. Never let any task fall by the wayside again with this Tasklist base. As tasks emerge through...



ClarkeHopkinsClarke

3 years ago



SIMPLE

### To Do List

&amp;

### Task Management



### Simple To Do List & Task Managem...

#CREATIVE PRODU... #ENTREPRENEU... #HEALTH AND SELF-IMPRO...

A simple to do list and task management base for all those tasks you need to manage. This base features an overarching to do list, where you can set due dates, priority levels and categories for...



Natalie Hands

7 months ago

Airtable UNIVERSE

# SIMPLE To Do List & Task Management

Updated 7 months ago  
Copied 613 times

[Twitter](#) [Facebook](#) [5](#)

Natalie Hands  
4 Followers  
Designer, full time traveler, serial organizer, & dog mom. Creative lady

#CREATIVE PRODUCTION #HEALTH AND SELF-IMPROVEMENT  
#ENTREPRENEURSHIP

A simple to do list and task management base for all those

Copy base

## To Do's

- To Do List
- Organized By Due Date
- Organized By Priority
- Calendar View
- Completed Tasks

Hide fields 1 filter

Name
High priority task 1
High priority task 2
Medium priority tas
Medium priority tas
Low priority task 1
Low priority task 2
Task 1
Task 2

Explore the base →

8 records

All changes saved

## To Do List & Task Management

SHARE BLOCKS

Organized By Due Date

Hide fields Filter Group Sorted by 1 field Color ...

	Name	Completed	Prior...	Due Date	Category	
1	High priority task 1		High	3 February 2019	Personal	
2	High priority task 2		High	3 February 2019	Business	
3	Medium priority task 1		Medium	4 February 2019	Wellness	
4	Medium priority task 2		Medium	4 February 2019	Social	
5	Low priority task 1		Low	5 February 2019	Category	
6	Low priority task 2		Low	5 February 2019	Category	
7	Task 1			9 February 2019		
8	Task 2			9 February 2019		
+						

01 To Do List & Task Management

To Do's ? +

Find a view

- To Do List
- Organized By Due Date
- Organized By Priority
- Calendar View
- Completed Tasks

Add a view: Grid Form Calendar Gallery Kanban

Color ...

Color Prior... Due Date Category

SHARE ? BLOCKS

0 records

1. **Sort** single or multiple fields.
2. **Group** entries by a single field or multiple fields to create data segments.
3. **Filter** entries by single or multiple fields as searching conditions.

**Use sort, group, and filter to search for information in a table.**

To Do List & Task Management

HELP ? 🔍 3 🚙 🧑

SHARE ⏪ BLOCKS

To Do's +

Organized By Priority

Hide fields Filter Grouped by 2 fields Sort Color ...

	Name	Prior...	Due Date	Category	# of hours
PRIORITY					
Low					
COMPLETED		Count 2			
1	Low priority task 1	Low	5 February 2019	Category	
2	Low priority task 2	Low	5 February 2019	Category	
+					
PRIORITY					
Medium					
COMPLETED		Count 2			
3	Medium priority task 1	Medium	4 February 2019	Wellness	
4	Medium priority task 2	Medium	4 February 2019	Social	
+					

8 records Sum 105.0

# of hours

# Number

Format Default

Decimal (1.0)

Precision 1.0

Allow negative numbers

Cancel Save

20.0

To Do List & Task Management

HELP ? 🔍 3 🚙

**To Do's** +

SHARE ⏱ BLOCKS

Organized By Priority

Hide fields Filter Grouped by 2 fields Sort Color ...

Name Prior... Due Date Category # of hours

PRIORITY

**Low** Count 2 Sum 30.0

COMPLETED 2 Sum 30.0

1 Low priority task 1 Low 5 February 2019 Category 10.0

2 Low priority task 2 Low 5 February 2019 Category 20.0

+

PRIORITY

**Medium** Count 2 Sum 35.0

COMPLETED 2 Sum 35.0

3 Medium priority task 1 Medium 4 February 2019 Wellness 15.0

4 Medium priority task 2 Medium 4 February 2019 Social 20.0

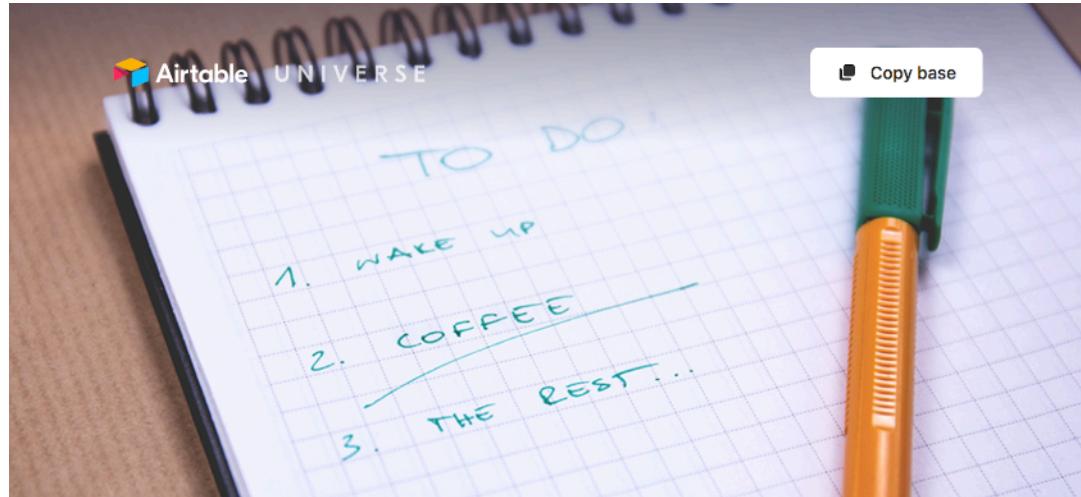
+

PRIORITY

Sum 105.0

8 records

# **Linking Tables**



# To Do List

#PROFESSIONAL

The old days of scribbling To Do notes in a book that find themselves lost in time are over. Never let any task fall by the wayside again with this

Airtable UNIVERSE

Copy base

Tasks

- Priority Rated
- By date
- Completed T...
- Kanban by P...

People

Explore the base →

■ M...

PRIORITY

PRIORITY	Count
Urgent	3
High	6
Medium	4
Low	2

13 records

Hide fields Filter

Name

PRIORITY

PRIORITY	Count
Urgent	3
High	6
Medium	4
Low	2

COMPLETED

Completed	Count
Yes	3
No	10

1. Urgent task

2. Urgent task

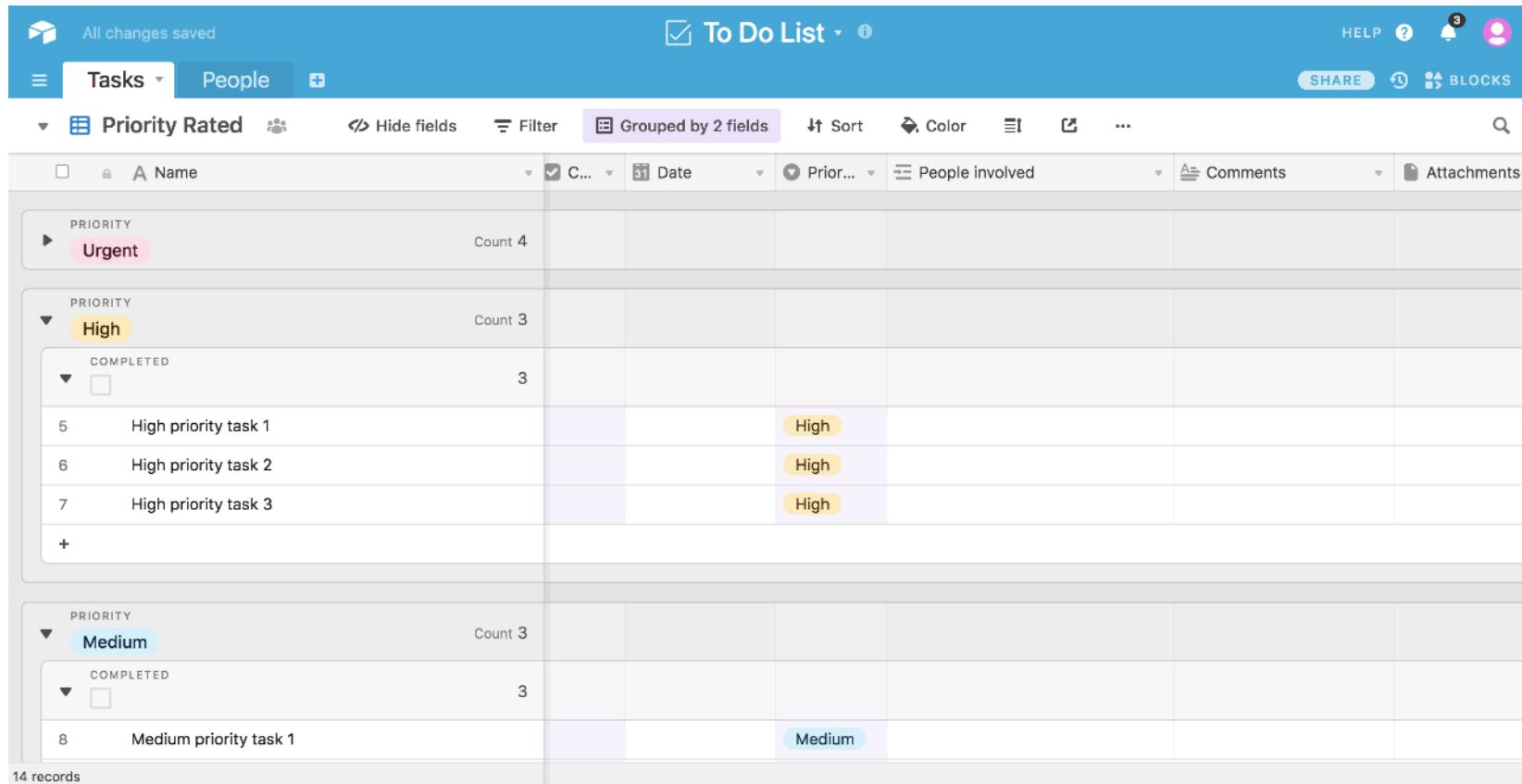
3. Urgent task

4. High priorit

5. High priorit

6. High priorit

13 records



All changes saved

## To Do List 1

Tasks People +

Main View ... Hide fields Filter Group Sort Color ...

	Staff	Tasks	
1	Amy		
2	Andy		
3	Brad		
4	Clare		
5	Jessica		
6	Rebecca		
+ <span>+</span>			

# **Understanding Views**

All changes saved

## To Do List

SHARE

Tasks People +

Find a view

- Priority Rated
- By date
- Completed Tasks
- Kanban by Priority

Add a view: Grid Form Calendar Gallery Kanban

Sort Color ...

Priority	Task Description	Priority
High	Priority task 1	Medium
High	Priority task 2	Medium priority task 1
High	Priority task 3	Medium priority task 2
High		Medium priority task 3

3 records

+

3 records

+

3 records

To Do List ⓘ

HELP ⓘ 3 🔔 ⚙️

SHARE ⓘ BLOCKS

Tasks People +

Kanban by Priority

Stacked by Priority Customize cards Filter Sort Color ...

Uncategorized

No records

+ ↻

On Hold

1 record

On Hold task 1

+ ↻

Low

3 records

Low priority task 1

Low priority task 2

Low priority task 3

+ ↻

Medium

3 records

Medium priority task 1

Medium priority task 2

Medium priority task 3

+ ↻

High

3 records

To Do List

SHARE BLOCKS

Find a view

- Priority Rated
- By date
- Completed Tasks
- Kanban by Priority

Add a view: Grid Form Calendar Gallery Kanban

Form view

Create a shareable form that populates records in your table. Send anyone the form for them to fill out.

Priority	Task Description	Priority
Medium	Priority task 1	High
Medium	Priority task 2	High
Medium	Priority task 3	High

3 records

3 records

 To Do List ⓘ

HELP ⓘ 🔔 3 🚙

Tasks ⏺ People +

SHARE ⓘ BLOCKS

Form for Entering Tasks

Fields remove all

Drag and drop fields here to hide

+ Add a field to this table

Add a cover image

Add a logo

# Form

Add a description for this form

Name

All changes saved

## To Do List

SHARE BLOCKS

Tasks People

Form for Entering Tasks Share form Open form ...

Fields remove all

Drag and drop fields here to hide

+ Add a field to this table

Attachments

Attach file

Drop files here

People involved

+ Add

Submit

All changes saved

## To Do List

Tasks People +

Form for Entering Tasks ...

Fields [remove all](#) [add all](#)

**Attachments**

Drag and drop fields here to hide

+ Add a field to this table

**Completed**

**People involved**

[+ Add](#)

**Submit**

Create your own form with Airtable

 To Do List ?

HELP ? 🔔 3 

Tasks ▼ People + SHARE ... BLOCKS

Form for Entering Tasks ... Share form Open form ...

Fields remove all add all Show Airtable branding

Attachments ⋮

Completed ⋮

Drag and drop fields here to hide

+ Add a field to this table

Redirect to URL after the form is submitted

After the form is submitted:

Show this message

Thank you for submitting the form!

Show a "Submit another response" button

Show a new blank form after 5 seconds

Email me at bsysin@gmail.com

To Do List

Tasks People

Form for Entering Tasks

Share form Open form ...

HELP ? 3 BLOCKS

This form is shared via a private link

People with the private link can only see the empty form. The title of this page is the view name, "Form for Entering Tasks".

<https://airtable.com/shr14nbjfjH7MIJREg>

Restrict access with a password ?

Restrict access to an email domain ?

[Embed this form on your site](#)

[Disable shared view link](#)

Show a "Submit another response" button

Show a new blank form after 5 seconds

Email me at bsysin@gmail.com

## Form for Entering Tasks

Comments

Name

Date

dd/mm/yyyy

Priority

0

[Bases](#)[Templates](#)[Universe](#)[HELP](#)

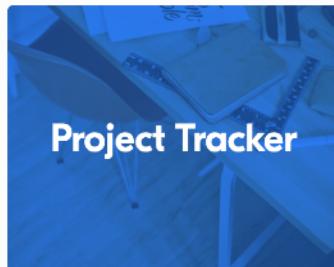
## Templates

Use these starter bases to get a jump start on your project. For inspiration from community-published bases, check out Universe.

 Search templates

### CATEGORIES

- Featured
- Content production
- Creative
- Event Planning
- Everyday Life
- Groups, Clubs & Hobbies
- HR & Recruiting

**Content calendar****Digital video production****Project Tracker****Marketing campaign tracking****Product catalog****Product Launch****Product Planning****Bug tracker****Event planning****User research****Simple Applicant Tracker**

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- Groups, Clubs & Hobbies
- HR & Recruiting
- Legal
- Local Business
- Marketing

## Event Planning →



### Event planning

Even the most organized and experienced event planner can get overwhelmed by managing events....



### Event marketing

Hosting events is one of the best ways to engage customers. Use this template to plan meetups, dinners, webinars, an...



### Nonprofit Gala

Venues, schedules, speakers—there's a lot that goes in to pulling off a successful event. This template will he...

## Everyday Life →



### Restaurant Field Guide

For the foodie, an easy way to organize restaurants and reservations. List the



### Pet Medical History

Whether you identify as a cat person, or a dog person, or a guinea pig or snake



### Apartment Hunting

Where was that place? How much was it? Did it include parking? Pets? What's

## Templates

Use these starter bases to get a jump start on your project. For inspiration from community-published bases, check out Universe.



Search templates

### CATEGORIES

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- Content production
- Creative
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- Everyday Life
- Groups, Clubs & Hobbies
- HR & Recruiting
- Legal
- Local Business
- Marketing

# Event planning

Use template

### #EVENT PLANNING

Even the most organized and experienced event planner can get overwhelmed by managing events. Successful event planning requires juggling and coordinating many moving parts at a time—from securing the event locations to planning the budget to finalizing the speaker schedule. Most event management software, however, is too rigid to keep up with the fast-paced world of event management.

This event planning template helps you organize all of those important details in one place so you can ensure that everything runs according to plan, whether you're managing corporate events, large scale events like trade shows or conferences, special events like weddings or small-scale social events like family get-togethers. And by creating different views, everyone on your team, from the event manager to the catering manager to the audio-visual equipment team, can see exactly what matters to them, and ignore the rest.

All changes saved

## Event planning

SCHEDULE Event locations Topics & themes Speakers & attendees Event staff Sponsors SHARE BLOCKS

Full schedule Hide fields Filter Group Sorted by 2 fields Color ...

	Activity	Start	End	Notes	Location	Speaker
1	Welcome breakfast	15/11/2019 8:00am	15/11/2019 9:00am		President's dining hall	
2	Opening remarks (Friday)	15/11/2019 9:00am	15/11/2019 9:25am	Katina is subbing in for Russell, because...	Grand ballroom	Katina F
3	Morning keynote (Friday)	15/11/2019 9:30am	15/11/2019 10:15am		Grand ballroom	Matthew
4	Technology in the household	15/11/2019 10:30am	15/11/2019 11:20am		Pearl room	Stephan
5	How to make all your devices play nice	15/11/2019 10:30am	15/11/2019 11:20am	This session will be led by Deepa	Ruby room	Deepa V
6	Building an alert system that works for everyone	15/11/2019 10:30am	15/11/2019 11:20am		Sapphire room	Clara R
7	Workshop for security professionals	15/11/2019 11:30am	15/11/2019 12:00pm		Jade room	Garnet room
8	Workshop for security novices	15/11/2019 11:30am	15/11/2019 12:00pm		Emerald room	
9	Lunch (Friday)	15/11/2019 12:15pm	15/11/2019 1:30pm	We'll have vegetarian and pescatarian f...	President's dining hall	
10	Security for all ages — babies, grandparents, and more!	15/11/2019 1:30pm	15/11/2019 2:20pm	Belinda's going to need a projector for ...	Jade room	Garnet room
11	Which security solution is best for you?	15/11/2019 1:30pm	15/11/2019 2:20pm		Emerald room	Stephan
12	Breakout session (Friday)	15/11/2019 2:30pm	15/11/2019 3:20pm	Make sure that post-its are available for...	Sapphire room	
13	Breakout presentation (Friday)	15/11/2019 3:30pm	15/11/2019 3:55pm		Ruby room	
14	Afternoon keynote (Friday)	15/11/2019 4:00pm	15/11/2019 4:50pm		Grand ballroom	Stephan
15	Closing remarks (Friday)	15/11/2019 5:00pm	15/11/2019 5:30pm		Grand ballroom	Katina F

29 records

# Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors ⚙️ + SHARE ⚙️ BLOCKS

Find a view

Full schedule

- Calendar
- Friday schedule (11/15)
- Saturday schedule (11/16)

Add a view: Grid Form Calendar Gallery Kanban

Time	Notes	Location	Speaker
10am		President's dining hall	
12:15pm	Katina is subbing in for Russell, because...	Grand ballroom	Katina F.
1:15pm		Grand ballroom	Matthew
2:20pm		Pearl room	Stephan
3:20pm	This session will be led by Deepa	Ruby room	Deepa V.
4:00pm		Sapphire room	Clara R.
		Jade room	Garnet room
11:30am		Emerald room	
12:15pm	We'll have vegetarian and pescatarian f...	President's dining hall	
1:30pm	Belinda's going to need a projector for ...	Jade room	Garnet room
2:20pm		Belinda	
3:30pm		Emerald room	Stephan
4:00pm	Make sure that post-its are available for...	Sapphire room	
4:30pm		Ruby room	
5:00pm		Grand ballroom	Stephan
5:30pm		Grand ballroom	Katina F.

## 03 Event planning

HELP ?  3 



Schedule

Event locations

Topics & themes

Speakers & attendees

Event staff

Sponsors



SHARE



BLOCKS

Calendar



Using "Start" field



Sort

Color



...

Today

< > November 2019

Month

2 week

Week

3 day

Day

Find a record

All records



Mon

Tue

Wed

Thu

Fri

Sat

Sun

28

29

30

31

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

1

8 Welcome break...

+15 more

8 Breakfast

+12 more

Welcome breakfast

Nov 15 8:00am

Opening remarks (Friday)

Nov 15 9:00am

Morning keynote (Friday)

Nov 15 9:30am

Technology in the househ...

Nov 15 10:30am

How to make all your devi...

Nov 15 10:30am

Building an alert system th...

Nov 15 10:30am



Workshop for security pro...

03 Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors SHARE BLOCKS

All spaces Hide fields Filter Group Sort Color ...

	Space name	Building location	Photo(s)	Description	Max capacity	Scheduled events
1	President's dining hall	28 Conference Hall Lane		Dining hall for meals and a large open space for mingling / general events	350	Happy hour & networking Lunch (Saturday) Breakfast (Sunday)
2	Grand ballroom	20 Organization Way		Large ballroom that can seat up to 1000 people at max capacity; contains a large stage with professional audio and lighting set up	1000	Closing remarks (Saturday) Afternoon keynote (Saturday) Morning keynote (Saturday) Opening remarks (Saturday) Afternoon keynote (Friday) Morning keynote (Friday)
3	Pearl room	25 Conference Hall Lane		Conference room that can hold up to 250 people	250	The successes of home security technology Technology trends
4	Ruby room	25 Conference Hall Lane		Conference room that can hold up to 100 people	100	Breakout presentation (Saturday) Breakout presentation (Sunday) Building a safer community How to make all your devices work together
5	Sapphire room	25 Conference Hall Lane		Conference room that can hold up to 150 people	150	Breakout session (Saturday) Breakout session (Sunday) Building an alert system that works for everyone
6	Emerald room	12 Organization Way		Conference room with open air patio	400	Best practices for IoT protocols Which security solution is the most effective
8 records					Sum 2950	

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors

Find a view

- All spaces
- Spaces per building
- Location gallery** (selected)

Add a view: Grid Form Calendar Gallery Kanban

**Sapphire room**  
BUILDING LOCATION  
25 Conference Hall Lane  
MAX CAPACITY  
150

**Emerald room**  
BUILDING LOCATION  
12 Organization Way  
MAX CAPACITY  
400

**Garnet room**  
BUILDING LOCATION  
12 Organization Way  
MAX CAPACITY  
500

**Ruby room**  
BUILDING LOCATION  
25 Conference Hall Lane  
MAX CAPACITY  
100

**Jade room**  
BUILDING LOCATION  
12 Organization Way  
MAX CAPACITY  
200

+



## 03 Event planning

HELP ? 3 🔔

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors

### Location gallery



Customize cards

Filter

Sort

Color

...



#### President's dining hall

BUILDING LOCATION

28 Conference Hall Lane

MAX CAPACITY

350



#### Grand ballroom

BUILDING LOCATION

20 Organization Way

MAX CAPACITY

1000



#### Pearl room

BUILDING LOCATION

25 Conference Hall Lane

MAX CAPACITY

250



#### Ruby room

BUILDING LOCATION

25 Conference Hall Lane

MAX CAPACITY

100



#### Sapphire room

BUILDING LOCATION

25 Conference Hall Lane

MAX CAPACITY

150



#### Emerald room

BUILDING LOCATION

12 Organization Way

MAX CAPACITY

400



#### Garnet room

BUILDING LOCATION

12 Organization Way

MAX CAPACITY

500



#### Jade room

BUILDING LOCATION

12 Organization Way

MAX CAPACITY

200

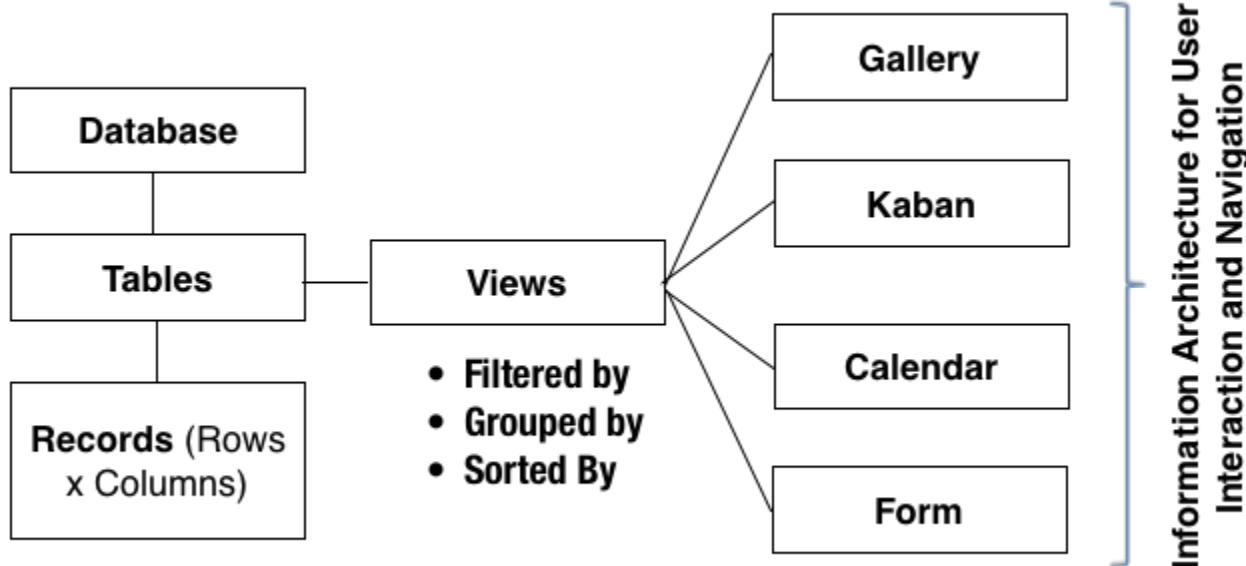


## Use sort, group, and filter to search for information in a table.

1. **Sort** single or multiple fields.
2. **Group** entries by a single field or multiple fields to create data segments.
3. **Filter** entries by single or multiple fields as searching conditions.

- 1. Grid**
- 2. Kanban**
- 3. Calendar**
- 4. Gallery**
- 5. Form**

**Use views to present  
and capture data in a  
variety of way to suit  
different needs.**



# **Advanced Fields**

## **Formula Field**

A formula field in Airtable is almost like a formula field in Excel but more restrictive. It can only be applied to the values in the same record (i.e. row).

**Event planning** ⓘ

HELP ⓘ 🔍 3 📲

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors Budget + SHARE ⏪ BLOCKS

Budget Hide fields Filter Grouped by 1 field Sort Color ...

Item	Estimated	Actual	Quantity	Total cost	Total budget	Under budget	Notes
<b>UNDER BUDGET</b>							
1 Venue rental	\$17,000.00	\$16,899.00	1	\$16,899.00	\$17,500.00	✓	
2 Labor (set up, during conference, take down)	\$3,500.00	\$3,890.00	1	\$3,890.00	\$4,000.00	✓	
Food	\$4,800.00	\$4,675.00	2	\$9,350.00	\$9,500.00	✓	
4 Speaker honoraria	\$250.00	\$250.00	12	\$3,000.00	\$3,000.00	✓	
5 Miscellaneous supplies	\$1,000.00	\$837.50	1	\$837.50	\$1,000.00	✓	
<b>OVER BUDGET</b>							
6 Printed programs	\$0.25	\$0.33	1000	\$330.00	\$300.00	✗	Printing ended up being slightly more than anticipated due to our usage of color.
7 records	Sum \$26,570.25	Sum \$26,569.23	Sum 1517	Sum \$43,006.50	Sum \$43,800.00		

Event planning

Budget

**Budget**

Item

Estimated

Actual

Quantity

Total cost

Total budget

Under budget

Notes

Count 5

Sum \$26,550.00

Sum \$26,551.50

Sum 17

Venue rental

\$17,000.00

\$16,899.00

1

Labor (set up, during conference, take down)

\$3,500.00

\$3,890.00

1

Food

\$4,800.00

\$4,675.00

2

Speaker honoraria

\$250.00

\$250.00

12

Miscellaneous supplies

\$1,000.00

\$837.50

1

Total cost

Formula

Compute a value in each record based on other fields in the same record. For more information on formulas and a complete function reference, see the [Formula Field Reference](#).

Formula

Formatting

Actual \* Quantity

Cancel

Save

Count 2

Sum \$20.25

Sum \$17.73

Sum 1500

Sum \$9,030.00

Sum \$8,800.00

Printed programs

\$0.25

\$0.33

1000

\$330.00

\$300.00

X

Printing ended up being slightly n  
anticipated due to our usage of c

7 records

Sum \$26,570.25

Sum \$26,569.23

Sum 1517

Sum \$43,006.50

Sum \$43,800.00

Event planning

Budget

Item      Estimated      Actual      Quantity      Total cost      Total budget      Under budget      Notes

**UNDER BUDGET**

Count	Sum	Sum	Sum	Sum	Sum	Sum
5	\$26,550.00	\$26,551.50	17	\$33,976.50	\$35,000.00	Under budget
1	Venue rental	\$17,000.00	\$16,899.00	1	\$16,899.00	\$17,500.00
2	Labor (set up, during conference, take down)	\$3,500.00	\$3,890.00	1	\$3,890.00	\$4,000.00
3	Food	\$4,800.00	\$4,675.00	2	\$9,350.00	\$9,500.00
4	Speaker honoraria	\$250.00	\$250.00	12	\$3,000.00	\$3,000.00
5	Miscellaneous supplies	\$1,000.00	\$837.50	1	\$837.50	\$1,000.00

**UNDER BUDGET**

Count	Sum	Sum	Sum	Sum	Sum	
2	\$20.25	\$17.73	1500	\$9,030.00	\$8,800.00	
6	Printed programs	\$0.25	\$0.33	1000	\$330.00	\$300.00

7 records

Sum \$26,570.25      Sum \$26,569.23      Sum 1517      Sum \$43,006.50      Sum \$43,800.00

**Under budget**

**Formula**

Compute a value in each record based on other fields in the same record. For more information on formulas and a complete function reference, see the [Formula Field Reference](#).

Formula      Formatting

```
IF({Total cost} <= {Total budget}, "✓", "✗")
```

Cancel      Save

A lookup field is a foreign key field for looking up another field value through the linked table's primary key.

## **Lookup Field**

# Event planning

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors Block

All topics & themes Hide fields Filter Group Sort Color ...

	Topic / theme	Date(s)	Count	Field 4
1	Welcome to HomeTech 2019!	Friday	1	
2	How technology will shape home security	Saturday (Saturday) Morning keynote (Friday)	2	
3	Building products for families	SecurTech Security for all ages — babies, grandparents, and more! SecurTech in the household	3	
4	Home automation	IoT protocols Afternoon keynote (Friday) your devices play nice	0	<p>Lookup Lookup a field on linked records.</p>
5	Security smart hubs	system that works for everyone	1	
6	Types of home security	solution is best for you?	1	

Find a field type Duration Rating Formula Rollup Count Lookup

Cancel Save

**Event planning**

HELP ?

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors SHARE

All topics & themes Hide fields Filter Group Sort Color ...

	Topic / theme	Start(s)	Count	Field 4
1	Welcome to HomeTech 2019!	8 (Friday)	1	Venue
2	How technology will shape home security	9 (Saturday) Morning keynote (Friday)	2	<b>Lookup</b> Lookup a field on linked records.
3	Building products for families	SecurTech Security for all ages — babies, grandparents, and more!	3	Configuration Field on this table that links to the records you want to look up
4	Home automation	IoT protocols Afternoon keynote (Friday)	3	<b>Relevant event(s)</b> Find a field
5	Security smart hubs	system that works for everyone	1	<b>Relevant event(s)</b>
6	Types of home security	solution is best for you?	1	

# Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors Block + SHARE BLOCKS

All topics & themes Hide fields Filter Group Sort Color ...

	Topic / theme	Count	Field 4
1	Welcome to HomeTech 2019!	1	
2	How technology will shape home security	2	
3	Building products for families	3	
4	Home automation	3	
5	Security smart hubs	1	
6	Types of home security	1	

Venue

Find a field

A Activity

Start

Type

Speaker(s)

Topic / theme

Location

Choose a field

Cancel Save

# Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors Books + SHARE ⚙️ BLOCKS

All topics & themes Hide fields Filter Group Sort Color ...

	Topic / theme	Count	Field 4
1	Welcome to HomeTech 2019!	1	Venue
2	How technology will shape home security	2	<b>Lookup</b>
3	Building products for families	3	Field on this table that links to the records you want to look up
4	Home automation	3	Relevant event(s)
5	Security smart hubs	1	Schedule table field that you'd like to look up
	Types of home security	1	Location

Cancel Save

All changes saved

## Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors Block + SHARE BLOCKS

All topics & themes Hide fields Filter Group Sort Color ...

	Topic / theme	Relevant event(s)	Count	Venue	
1	Welcome to HomeTech 2019!	Opening remarks (Friday)	1	Grand ballroom	
2	How technology will shape home security	Afternoon keynote (Saturday) Morning keynote (Friday)	2	Grand ballroom Grand ballroom	
3	Building products for families	Case study: Home SecurTech Security for all ages — babies, grandparents, and more! Technology in the household	3	Jade room Garnet room Jade room	
4	Home automation	Best practices for IoT protocols Afternoon keynote (Friday) How to make all your devices play nice	3	Emerald room Grand ballroom Ruby room	
5	Security smart hubs	Building an alert system that works for everyone	1	Sapphire room	
6	Field updated UNDO	Which security solution is best for you?	1	Emerald room	

## **Rollup Field**

A rollup field is like a supercharged lookup field which can perform aggregated functions on the looked up values.

**Event planning** • ⓘ

HELP ⓘ 🔔 3 🚙 ⏺

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors ⬤

Main View 2 hidden fields Filter Group Sort Color ...

	Company	Amount	Previous sponsor	Notes
1	SimplySafe			
2	Wintel Corp	\$1,500.00		
3	Families for a Safer Home	\$4,000.00	♥	Sponsored last year and committed more resources and \$\$\$ for this year's conference
4	National Association of Neighborhood Associations	\$2,500.00	♥	
5	E-Z Safe-T	\$2,000.00		
6	PorchCam	\$7,500.00	♥	Primary organizer of the conference
7	Home SecurTech	\$5,000.00	♥	
8	Playpen.io	\$1,000.00		
9	Absolute Electric	\$1,000.00		Heard about us from our press coverage last week

# of Contacts

Find a field type ⓘ ✎

- % Percent
- ⌚ Duration
- ★ Rating
- ƒ Formula
- ⌚ Rollup
- ≡ Count

Rollup  
A rollup allows you to summarize data from records that are linked to this table.

Cancel Save

 Event planning ?

SCHEDULE | EVENT LOCATIONS | TOPICS & THEMES | SPEAKERS & ATTENDEES | EVENT STAFF | SPONSORS | [BROWSE](#) [+](#) [SHARE](#) [COMMENT](#) [BLOCKS](#)

Main View 2 hidden fields Filter Group Sort Color ...

	Company	Amount	Previous Sponsor	Notes
1	SimplySafe			
2	Wintel Corp	\$1,500.00		
3	Families for a Safer Home	\$4,000.00	♥	Sponsored last year and committed more resources and \$\$\$ for this year's conference
4	National Association of Neighborhood Associations	\$2,500.00	♥	
5	E-Z Safe-T	\$2,000.00		
6	PorchCam	\$7,500.00	♥	Primary organization that's organizing this conference
7	Home SecurTech	\$5,000.00	♥	
8	Playpen.io	\$1,000.00		
9	Absolute Electric	\$1,000.00		Heard about us from our press coverage last

# of Contacts

Rollup

A rollup allows you to summarize data from records that are linked to this table. For more information on rollups and a complete function reference, see the [Rollup Field Reference](#).

Rollup      Formatting

Field on this table that links to the records you want to summarize

Contact(s)

Cancel Save

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors Main View 2 hidden fields Filter Group Sort Color Notes

	Company	Amount	Previous sponsor	Notes
1	SimplySafe			
2	Wintel Corp	\$1,500.00		
3	Families for a Safer Home	\$4,000.00	♥	Sponsored last year and committed more resources and \$\$\$ for this year's conference
4	National Association of Neighborhood Associations	\$2,500.00	♥	
5	E-Z Safe-T	\$2,000.00		
6	PorchCam	\$7,500.00	♥	Primary organization that's organizing this conference
7	Home SecurTech	\$5,000.00	♥	
8	Playpen.io	\$1,000.00		
9	Absolute Electric	\$1,000.00		Heard about us from our press coverage last

# of Contacts  
Find a field  
A Name  
Speaking at  
A Role  
Email  
Type  
Status  
Choose a field

Cancel Save

 Event planning ?

SCHEDULE | EVENT LOCATIONS | TOPICS & THEMES | SPEAKERS & ATTENDEES | EVENT STAFF | SPONSORS | [BROWSE](#) [+](#) [SHARE](#) [@](#) [BLOCKS](#)

Main View ? [2 hidden fields](#) [Filter](#) [Group](#) [Sort](#) [Color](#) [...](#) [SEARCH](#)

	Company	Amount	Previous sponsor	Notes	# of Contacts
1	SimplySafe				
2	Wintel Corp	\$1,500.00			
3	Families for a Safer Home	\$4,000.00	♥	Sponsored last year and committed more resources and \$\$\$ for this year's conference	
4	National Association of Neighborhood Associations	\$2,500.00	♥		
5	E-Z Safe-T	\$2,000.00			
6	PorchCam	\$7,500.00	♥	Primary organization that's organizing this conference	
7	Home SecurTech	\$5,000.00	♥		
8	Playpen.io	\$1,000.00			
9	Absolute Electric	\$1,000.00		Heard about us from our press coverage last	

**# of Contacts**

**Rollup**

A rollup allows you to summarize data from records that are linked to this table. For more information on rollups and a complete function reference, see the [Rollup Field Reference](#).

[Rollup](#) [Formatting](#)

Field on this table that links to the records you want to summarize

Contact(s)

Enter an aggregation function which rolls up the values in each linked record

**COUNTA(values)**

Counts the number of non-empty values. This function counts both numeric and text values

**COUNTA(values)**

INSERT A ROLLUP FUNCTION

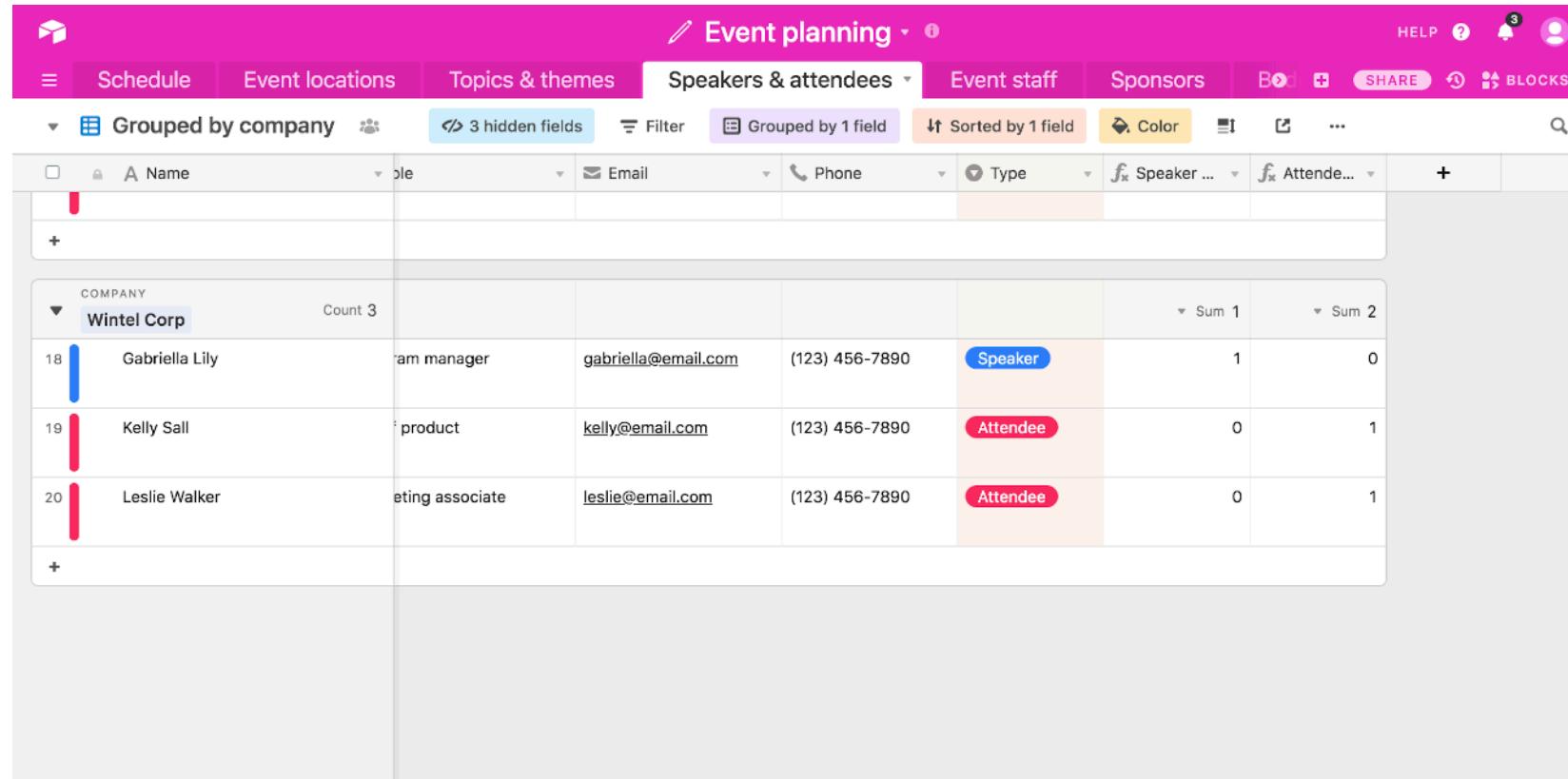
**COUNTA(values)**

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors **B** **+** SHARE **?** **!** **BLOCKS**

Main View **2 hidden fields** Filter Group Sort Color ...

<input type="checkbox"/>	<input checked="" type="checkbox"/> Company	Amount	<input checked="" type="checkbox"/> Previous sponsor	Notes	# of Contacts	<b>+</b>
1	SimplySafe				0	
2	Wintel Corp	\$1,500.00			3	
3	Families for a Safer Home	\$4,000.00	♥	Sponsored last year and committed more resources and \$\$\$ for this year's conference	3	
4	National Association of Neighborhood Associations	\$2,500.00	♥		2	
5	E-Z Safe-T	\$2,000.00			3	
6	PorchCam	\$7,500.00	♥	Primary organization that's organizing this conference	2	
7	Home SecurTech	\$5,000.00	♥		3	
8	Playpen.io	\$1,000.00			2	
9	Absolute Electric	\$1,000.00		Heard about us from our press coverage last year	2	



# **A Step-by-Step Exercise**

# Project Tracking

HELP ? 🔔 8 🚙

SHARE ⚡ BLOCKS

Grid view 1 hidden field Filter Group Sort Color ...

	Full Name	Project	Hours Worked	Total Hours	
1	David Chan	Project Santa Claus-Meeting-3 MEL-Interview	5, 6	11	
2	Peter Mok	Project Santa Claus-Interview-2	Project Santa Claus	3	3
3	Jonathan Chu	MEL-Literature Review-6	MEL	4	4
+ <a href="#">Add Row</a>					

# Project Tracking

HELP ?  
3  
SHARE  
BLOCKS

Project +

My Project

	Contacts	Task ...	Phase	Auto_Number	Star...	End ...	Projec...	Hrs...	Co...
Count 2					▼ Sum 7				▼ Sum 9.00
1	David Chan	Interview	Research	1	3/9/2019	26/9/2019	MEL	5.00	
Review-6	Jonathan Chu	Literatur...	Research	6	24/9/2019		MEL	4.00	
Count 2					▼ Sum 5				▼ Sum 9.00
Ilaus-Interview-2	Peter Mok	Interview	Proposal	2	8/9/2019	1/10/2019	Project Santa	3.00	
Ilaus-Meeting-3	David Chan	Meeting	Proposal	3	19/9/2019	2/10/2019	Project Santa	6.00	

Project Tracking: Project - Airtable | primary key and foreign key - Google | Google Image Result for https:// | File:Cascaded-keys.PNG - Wikipedia | +

airtable.com/tbltBMjVZn7YkEhM4/viwpg69Ei0lMAOEiV?blocks=hide

## Project Tracking

Staff Tasks Project +

Grid view Hide fields Filter Group Sort Color ...

	Name	Tasks	Phase	Total Hours Spent	+
1	MEL	MEL-Literature Review-6	MEL-1 Research	9	
2	Project Santa Claus	Project Santa Claus-Meeting-3	Proposal	9	
+					

# **Applications for NGOs**

## Templates

Use these starter bases to get a jump start on your project. For inspiration from community-published bases, check out Universe.



non-profit

2 results for non-profit



### Nonprofit Grant Tracker

#NONPROFIT

Sending out a high volume of grant applications, tracking their status, managing your contact list and keeping an eye on upcoming opportunities can feel a lot like juggling. With this...



### Nonprofit Program Management

#NONPROFIT #PROJECT MANAGEMENT

As a program manager at a non-profit organization, you need a simple and intuitive project management tool to free up more energy to focus on developing and implementing quality...

#### CATEGORIES

Featured

Content production

Creative

Event Planning

Everyday Life

Customer Support

# Nonprofit Grant Tracker

Grant Applications Foundations Foundation Contacts Programs + SHARE BLOCKS HELP ? 3 🔔 🚙

Main View

	Application Name	Funding Body	Grant for Program	Date
1	Fall 2018 Allstate Foundation Sports Grant	Allstate Foundation	Fall START Program	
2	Gates Foundation STEM	Bill and Melinda Gates Foundation	STEM: Training Female Scientists	
3	American Honda for Transportation Assistance	American Honda Foundation	Transportation Assistance Program	
4	Cooke Grant for Explore Davis	Jack Kent Cooke Foundation	Explore Davis Program	
5	Lone Pine for Mentorship	Lone Pine Foundation	Mentorship Program	
6	BofA for Art in Space	Bank of America	Art in Space: Photography	

6 records

Dashboard 1 + Add a block

Amount Requested

The chart displays the total amount requested from six different foundations. The Y-axis represents the sum of the amount asked, ranging from 0 to 20k. The X-axis lists the funding bodies. The bars show the following approximate values:

Funding Body	Sum: Amount Asked For
Allstate Foundation	~2k
American Honda Foundation	~8k
Bank of America	~3k
Bill and Melinda Gates Foundation	~20k
Jack Kent Cooke Foundation	~5k
Lone Pine Foundation	~10k

Countdown

## Templates

Use these starter bases to get a jump start on your project. For inspiration from community-published bases, check out Universe.



non-profit

2 results for **non-profit**



### Nonprofit Grant Tracker

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#### CATEGORIES

Featured

Content production

Creative

Event Planning

Everyday Life

Customer Support

# Nonprofit Program Management

Program Details Tasks and Issues Team Volunteers SHARE BLOCKS

Main View

	Initiative	Goal	% to Goal	Fundraising Status	Related tasks and issues
1	Berkeley College Support Program	\$0,000.00	87%	Sponsors signed on	Find replacement calculus tutor
2	After-School Programs	\$0,000.00	64%	Speaking to potential ...	Find corporate sponsor
3	Healthy Eating Oakland	\$5,000.00	100%	Fundraiser dinner	Overbooked for fundraiser dinner
4	Vaccination Awareness Marin	\$5,000.00	100%	Fundraiser dinner	Order more leaflets
5	Resource Management	\$7,500.00	80%	Sponsors signed on	Follow-up call with Oakland Tech
6	Mentoring Matchup	\$1,000.00	100%	Fundraiser dinner	Order more leaflets
7	Clean Water	\$0,000.00	25%	Creating informational...	Overbooked for fundraiser dinner
8	Tax Education	\$50,000.00	50%	Speaking to potential ...	
9	ESL Training	\$0,000.00	70%	Sponsors signed on	
10	Assisted Housing	\$0,000.00	0%	Creating informational...	

10 records Sum: \$68,500.00 Sum: 676%

Dashboard 1

Chart

Initiative	Sum: % to Goal
Berkeley College Support Program	85
After-School Programs	65
Healthy Eating Oakland	100
Vaccination Awareness Marin	100
Resource Management	80
Mentoring Matchup	25
Clean Water	50
ESL Training	70

Timeline

 Nonprofit Program Management ①

HELP ?  

Program Details ▼ Tasks and Issues Team Volunteers + SHARE BLOCKS

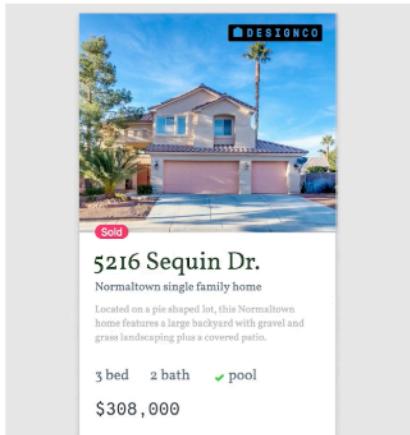
Main View Hide fields Filter Group Sort Color ... SEARCH

	Initiative	Goal	% to Goal	Fundraising Status	Related tasks and issues	
1	Berkeley College Support Prog...	\$0,000.00	87%	Sponsors signed on	Find replacement calculus tutor	<span>+</span>
2	After-School Programs	\$0,000.00	64%	Speaking to potential ...	Find corporate sponsor Find new soccer coach Overbooked for fundrais...	
3	Healthy Eating Oakland	\$5,000.00	100%	Fundraiser dinner	Overbooked for fundraiser dinner Follow-up call with Oakland Technical H...	
4	Vaccination Awareness Marin	\$5,000.00	100%	Fundraiser dinner	Order more leaflets	
5	Resource Management	\$7,500.00	80%	Sponsors signed on	Follow-up call with Oakland Technical High School Find replacement calcu...	
6	Mentoring Matchup	\$1,000.00	100%	Fundraiser dinner	Order more leaflets	
7	Clean Water	\$0,000.00	25%	Creating informational...	Overbooked for fundraiser dinner	
8	Tax Education	\$50,000.00	50%	Speaking to potential ...		
9	ESL Training	\$0,000.00	70%	Sponsors signed on		
10	Assisted Housing	\$0,000.00	0%	Creating informational...		
<span>+</span>						
10 records		\$68,500.00	Sum 676%			

# Airtable Blocks

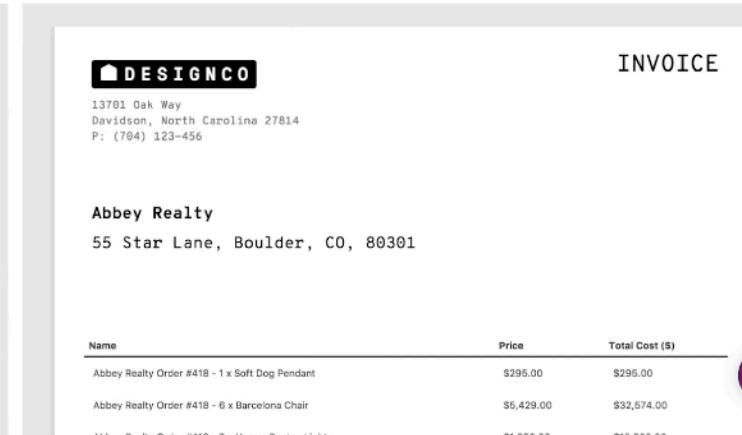
# Bring your workflow to life with Blocks

A creative palette of app-like functionality that you can mix and match to create the perfect workflow for



5216 Sequin Dr.  
Normaltown single family home  
Located on a pie shaped lot, this Normaltown home features a large backyard with gravel and grass landscaping plus a covered patio.

3 bed   2 bath   ✓ pool  
\$308,000



**INVOICE**

**DESIGNCO**  
13701 Oak Way  
Davidson, North Carolina 27814  
P: (704) 123-456

**Abbey Realty**  
55 Star Lane, Boulder, CO, 80301

Name	Price	Total Cost (\$)
Abbey Realty Order #418 - 1 x Soft Dog Pendant	\$295.00	\$295.00
Abbey Realty Order #418 - 6 x Barcelona Chair	\$5,429.00	\$32,574.00
Abbey Santa Fe Order #418 - 8 x Hammer Dining Table	\$1,610.00	\$12,880.00

# **Visualizing Data with Charts**



# Copy of From Airtable to Google Sheets (public example for medium blog)



File Edit View Insert Format Data Tools Help Airtable to google sheets sync All changes saved in Drive

	A
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20	

- Undo** ⌘Z
- Redo** ⌘Y
- Cut** ⌘X
- Copy** ⌘C
- Paste** ⌘V
- Paste special** ►
- 
- Find and replace** ⌘+Shift+H
- 
- Delete values**
- Delete row 7**
- Delete column H**
- Delete cells and shift up**
- Delete cells and shift left**
- 
- Clear notes**
- Remove checkboxes**

D	E	F	G	H	I	J	K

chart ▾



Project Wireframes - Bar chart 2 ★ → Cloud Saved to Drive

A green document icon with a white grid of nine squares inside, representing Google Sheets.

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago



Share



## Project Wireframes - Bar chart 2

Saving...

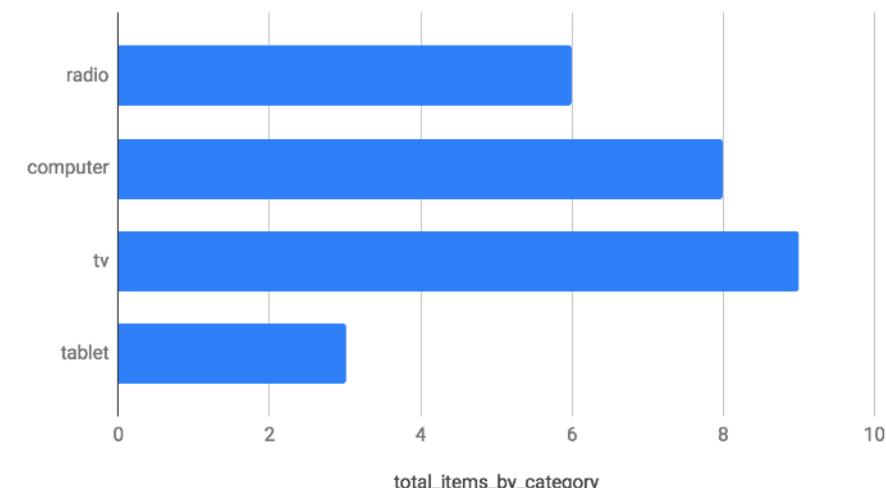


Share

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago

	A	B	C	D	E	F	G	H
1	Name	total_items_by_category						
2	radio	6						
3	computer	8						
4	tv	9						
5	tablet	3						
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19								
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21								
22								

total\_items\_by\_category vs Name



## Chart editor

## Setup

Bar chart

Stacking

None

Data range

A1:B5

## Y-axis

Name

 Aggregate

## Series

123 total\_items\_by\_category

# **Publish to the Web**

# Content Marketing Management

HELP ?  

Editorial

Content Ideas

Personas

Published Stories

Verticals

SEO Keywords



SHARE

AUTOMATIONS

APPS

 Header Images



 Customize cards

 1 filter

 Sort

 Color

 Share view



The psychology behind data viz

 PERSONA(S)

Academics/Researchers Agency (Directo...

 TARGETED KEYWORDS FOR SEO

data reporting

 STATUS

Researching



Using data trends to manage yo...

 PERSONA(S)

C-Level Business Executive

 TARGETED KEYWORDS FOR SEO

dashboard data driven marketing

 STATUS

Drafting

## This gallery is shared via a private link

People with the private link can only see the records in this gallery. The title of this page is the view name, "Header Images".

<https://airtable.com/shrbcsWTDnWDr6sox>



Allow viewers to copy data out of this view 

Show all fields in expanded records 

Upgrade to restrict by password or email domain 

 Embed this view on your site

 Disable shared view link

 STATUS

Promoted

 STATUS

Revising



SEO  
stat competitor





Embed view

## Location gallery

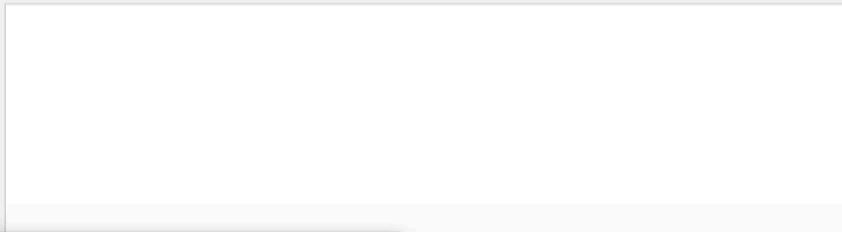
Show view controls

Allow filtering and sorting

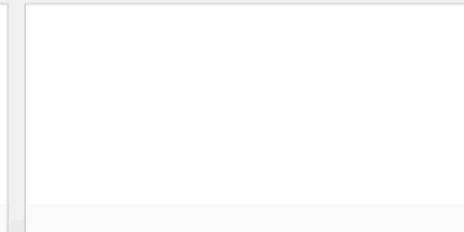
↔ Embed code

```
<iframe class="airtable-embed"
src="https://airtable.com/embed/shrKFNC6iiINC6w4bs?
backgroundColor=pink&viewControls=on"
frameborder="0" onmousewheel="" width="100%"
height="533" style="background: transparent;
border: 1px solid #ccc;"></iframe>
```

■ Desktop embed preview



□ Mobile embed preview



0

# **Google Site**



Drive



Search in Drive



INTECHNIGENCE



Folder



File upload



Folder upload



Google Docs



Google Sheets



Google Slides



Google Forms



More

666.3 MB of 15 GB used

Buy storage



Admin console

Google Drawings

Google My Maps

Google Sites

Google Apps Script

Google Jamboard

+ Connect more apps

DRIVE BIN IS CHANGING. FROM 15 OCTOBER, ITEMS WILL BE AUTOMATICALLY DELETED FOREVER AFTER THEY'VE BEEN IN YOUR BIN FOR 30 DAYS. [Learn more](#)

ress



Label	Count	Percent
Google Sheets	40	42%
Google Docs	10	10%
Google Slides	10	10%
Google Forms	10	10%
Google Drawings	10	10%
Google My Maps	10	10%

File	Type	Size	Last modified	Owner	Share with	Version	Comments	Revisions	History	More
building_list_eng (1)	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
Airtable-Integration Test	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
COVID-19	Google Slides	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
System Operation	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
Biz Corps.	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
Drug Mgmt	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
Volunteers	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
Vendor Mgmt	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
Training Grants	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
Marketing	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
Tracking	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
Grants	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
Volunteers	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮
Vendor Mgmt	Google Sheets	1.2 KB	1 month ago	John Doe	Everyone in your domain	1	0	0	0	⋮

Airtable-Integration Test

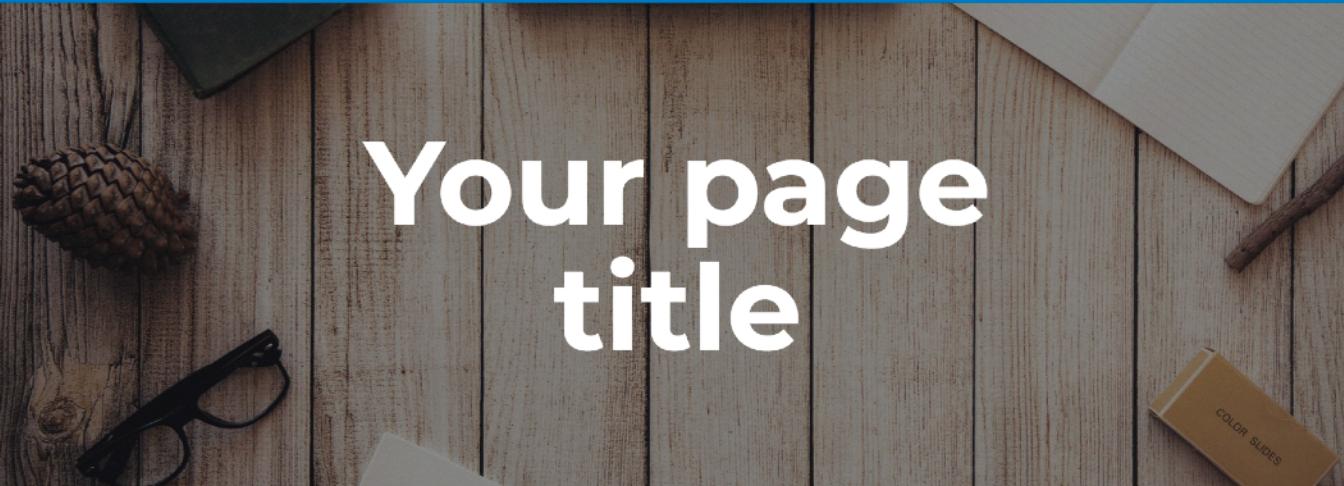
You edited in the past year

Name ↑





Enter site name



# Your page title

Insert Pages Themes

Diplomat

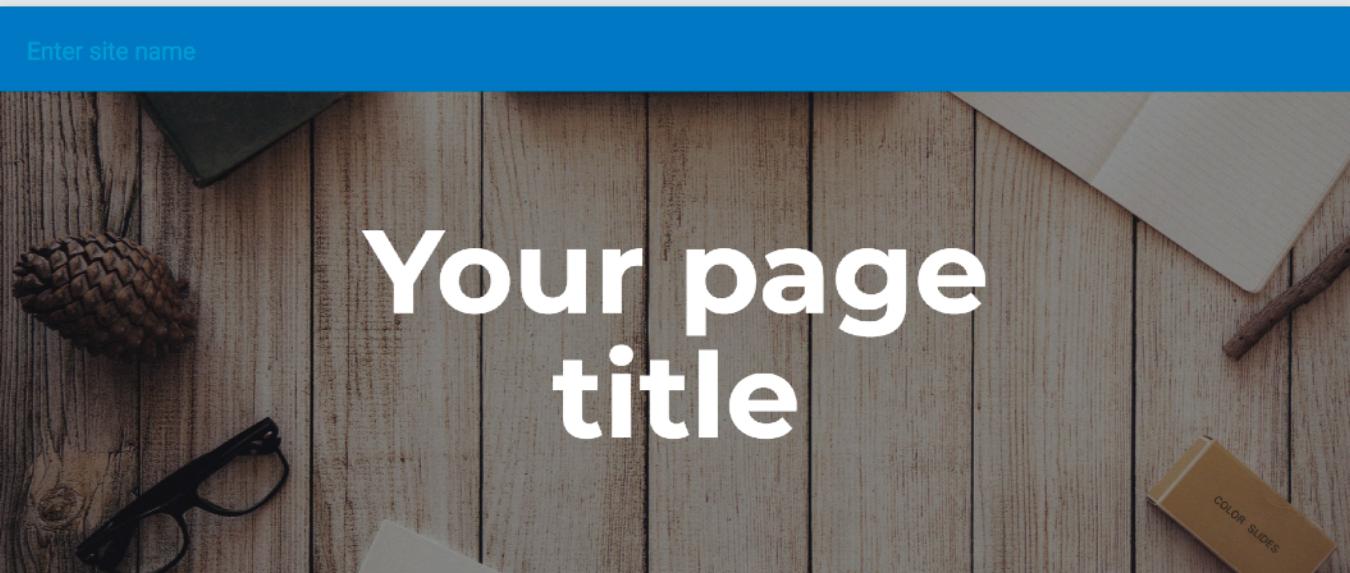
Vision



Font style

Level

IMPRESSION



Insert

Pages

Themes

Tr

Text box



Images

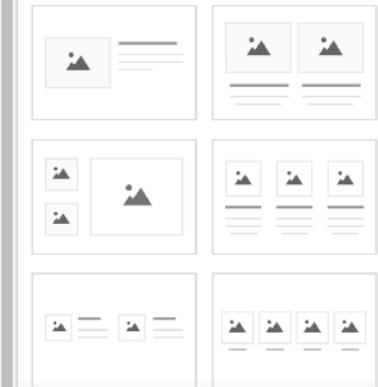


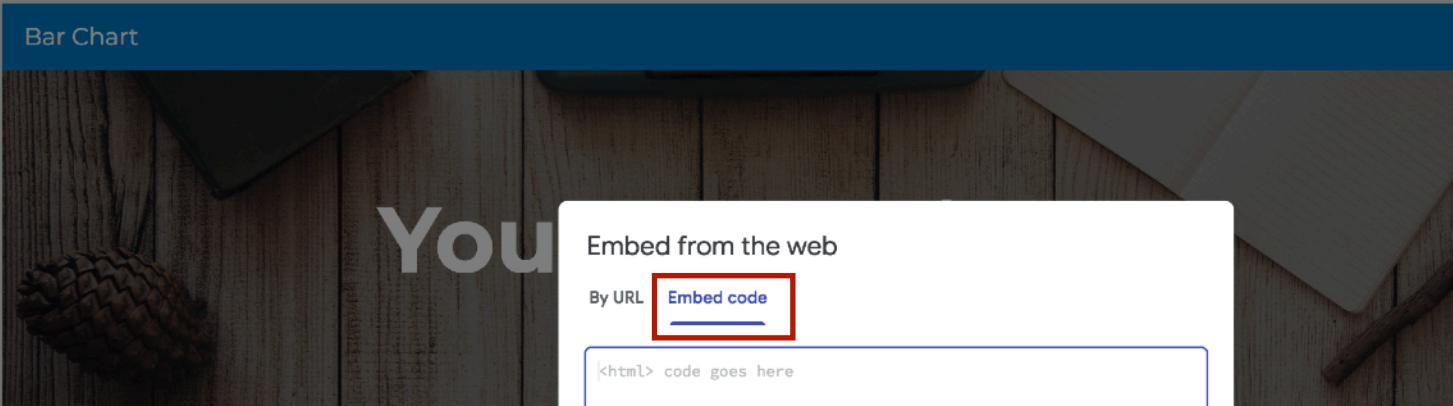
Embed



Drive

Layouts





## Embed from the web

By URL

Embed code

&lt;html&gt; code goes here

Paste the HTML code from the site that you want to embed.

Cancel

Next

Insert

Pages Themes

Text box Images

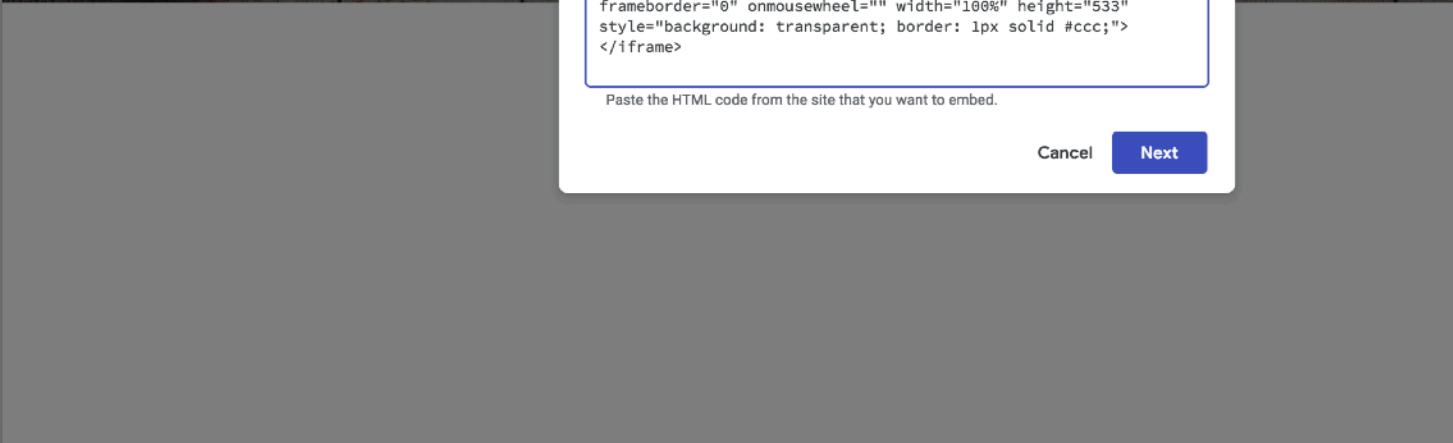
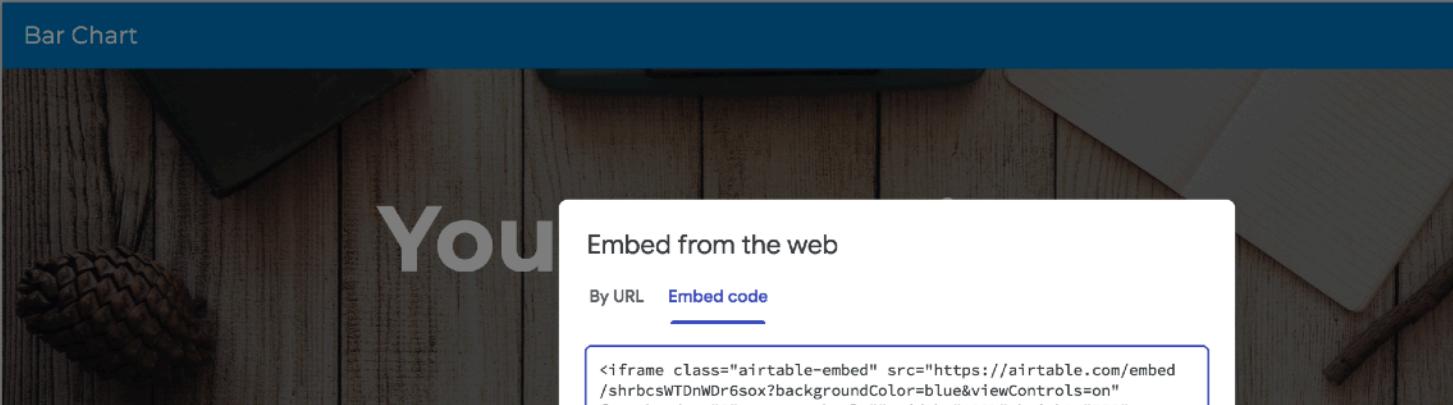
Layouts

Collapsible text

Table of contents

Image carousel

Button



Insert Pages Themes

T Text box  
I Images  
E Embed  
D Drive

L Layouts



C Collapsible text

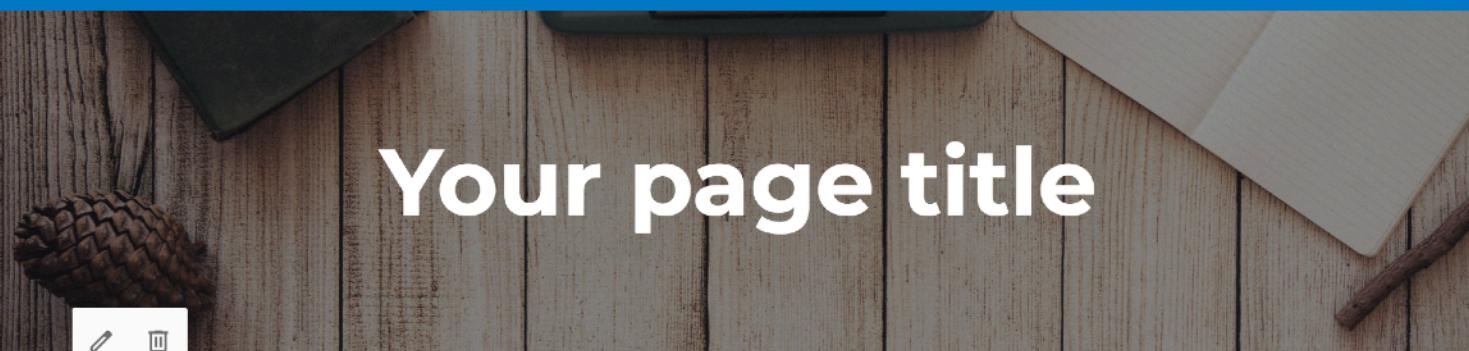
TOC Table of contents

IC Image carousel

B Button



## Bar Chart



Filter Sort ...



The psychology behind d...

PERSONA(S)  
Academics/Researchers Agency

TARGETED KEYWORDS FOR SEO



Using data trends to man...

PERSONA(S)  
C-Level Business Executive

TARGETED KEYWORDS FOR SEO



Timing your social posts f...

PERSONA(S)  
Startup CEO Agency (Director L

TARGETED KEYWORDS FOR SEO



2018 tools roundup

PERSONA(S)  
Agency (Director Level)

TARGETED KEYWORDS FOR SEO

Insert

Pages

Themes



Text box



Images

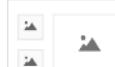


Embed



Drive

Layouts



Collapsible text

Table of contents

Image carousel

Button

# Your page title

Filter   Sort   ...

Search icon



The psychology behind da...

PERSONA(S)  
Academics/Researchers Agency (

TARGETED KEYWORDS FOR SEO  
data reporting

STATUS  
Researching



Using data trends to mana...

PERSONA(S)  
C-Level Business Executive

TARGETED KEYWORDS FOR SEO  
dashboard data driven marketing

STATUS  
Drafting



Timing your social posts fo...

PERSONA(S)  
Startup CEO Agency (Director Leve

TARGETED KEYWORDS FOR SEO  
data reporting social media plann

STATUS  
Promoted



2018 tools roundup

PERSONA(S)  
Agency (Director Level)

TARGETED KEYWORDS FOR SEO  
business dashboards Vizstat com

STATUS  
Reviewing

Information icon

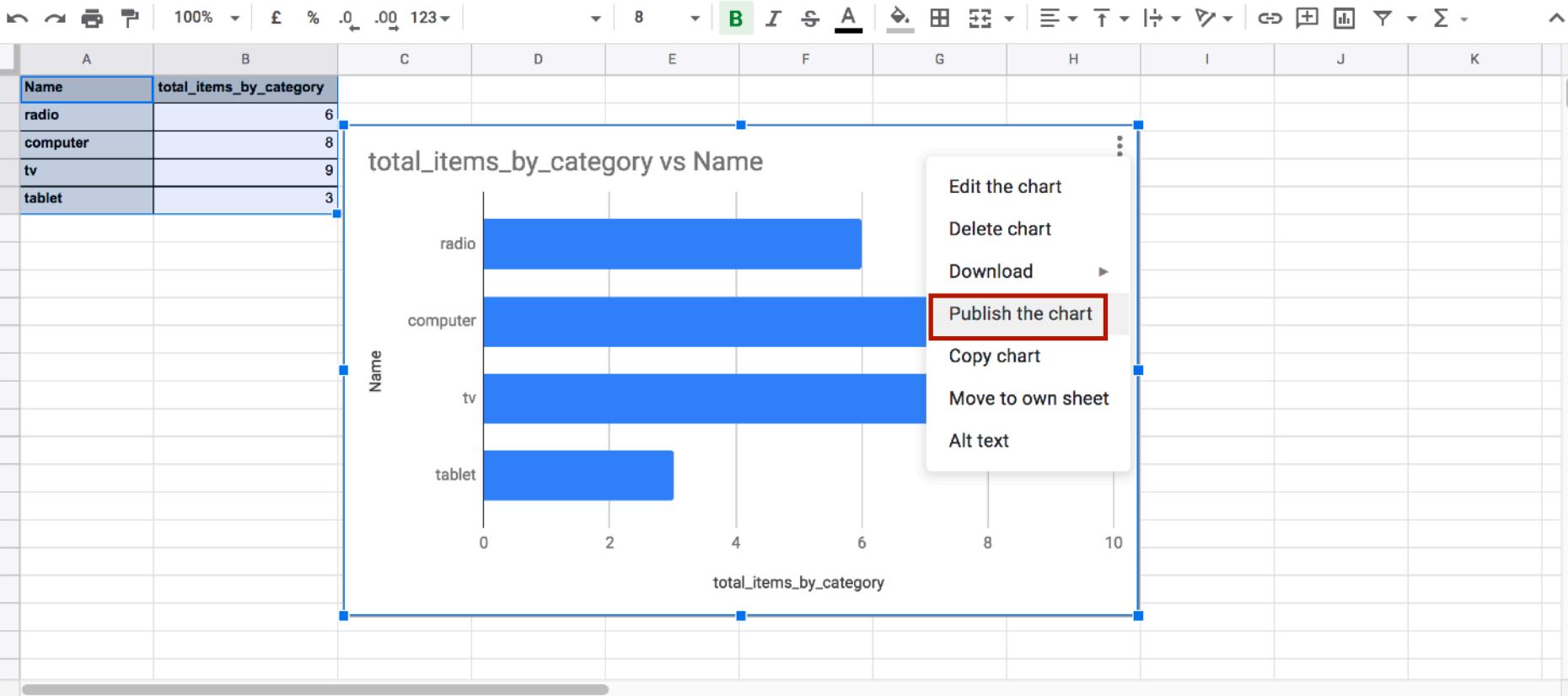
Pencil icon

## Project Wireframes - Bar chart 2



Share

File Edit View Insert Format Data Tools Add-ons Help Last edit was 2 minutes ago



Project Wireframes - Bar chart 2

File Edit View Insert Format Data Tools

100% 123

	A	B	C
1	Name	total_items_by_category	
2	radio	6	
3	computer	8	
4	tv	9	
5	tablet	3	
6			total_items_by_c...
7			category
8			comp...
9			table...
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			

Piechart Bchart Sh

Sum: 26

## Publish to the web

This document is published to the web.

Make your content visible to anyone by publishing it to the web. You can link to or embed your document. [Learn more](#)

[Link](#) [Embed](#)

total\_items\_by\_c... ▾ [Interactive](#) ▾

```
<iframe width="600" height="371" seamless frameborder="0" scrolling="no" src="https://docs.google.com/spreadsheets/d/e/2PACX-1vQ4K_ITAQu5rhVGRd_0WGxTTLBzvrFtWrEiQyjpVdysqr7FE0oRM1jxmld4YVY1MopXji1yX5Wx1yTcl/pubchart?oid=1861281589&amp;";
```

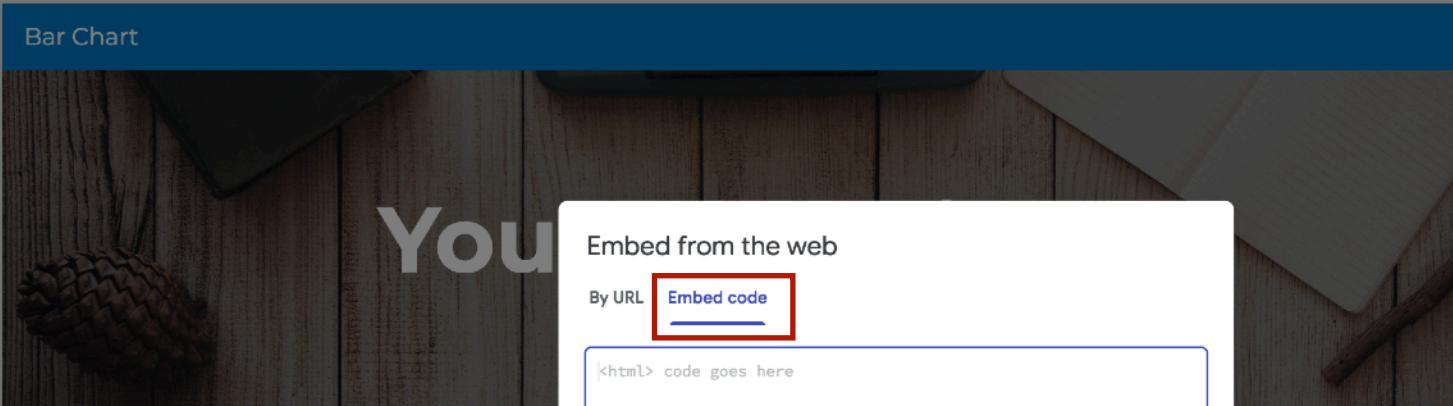
Note: Viewers may be able to access the underlying data for published charts. [Learn more](#)

Published

▼ Published content and settings

Entire Document ▾

Stop publishing



## Embed from the web

By URL

Embed code

&lt;html&gt; code goes here

Paste the HTML code from the site that you want to embed.

Cancel

Next

Insert

Pages Themes

Text box Images

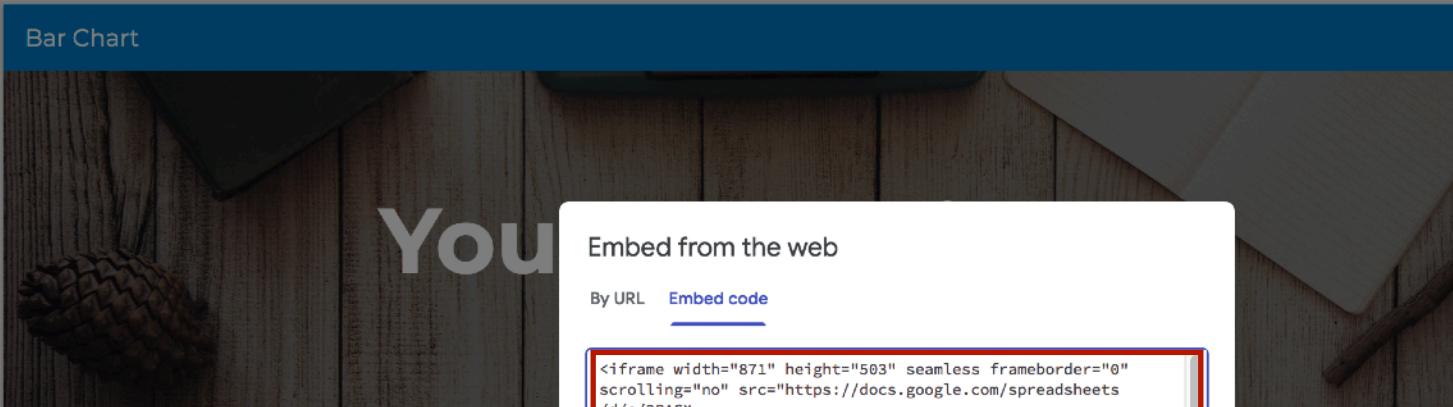
Layouts

Collapsible text

Table of contents

Image carousel

Button



## Embed from the web

By URL [Embed code](#)

```
<iframe width="871" height="503" seamless frameborder="0"
scrolling="no" src="https://docs.google.com/spreadsheets
/d/e/2PACX-
1vQ4K_LTAQu5rhVGRd_0WGxTTLBzvrFtWrEiQyjpVdysqr7FEoRM1jxmd4YY
v1MopXjiiyX5Wx1yTcI/pubchart?oid=1861281589&format=interactive"></iframe>
```

Paste the HTML code from the site that you want to embed

Cancel

Next

Insert Pages Themes

Text box

Images

Embed

Drive

Layouts



Collapsible text

Table of contents

Image carousel

Button

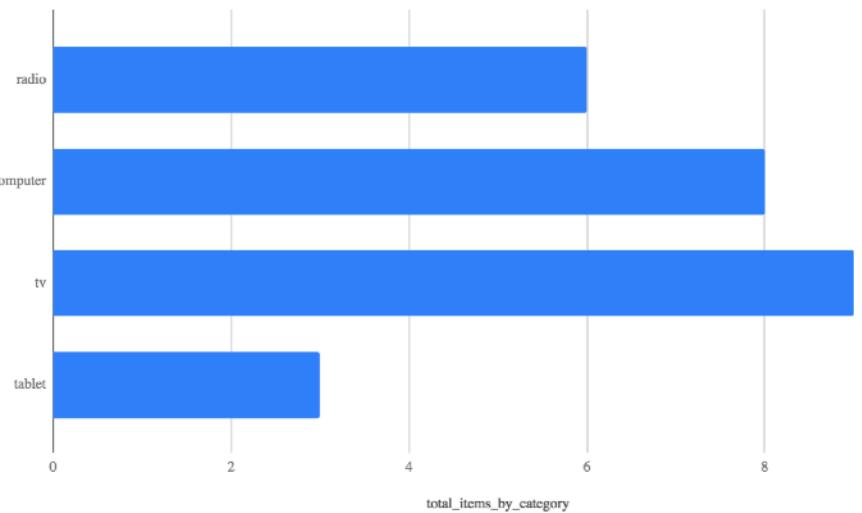


# Bar Chart

All changes saved in Drive



total\_items\_by\_category vs Name



Insert Pages Themes



Layouts

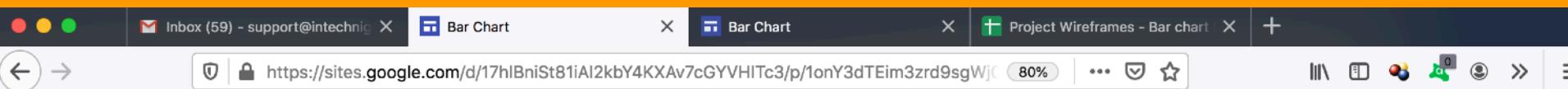


Collapsible text

Table of contents

Image carousel

Button



Bar Chart

All changes saved in Drive

Bar Chart

Your page title

total\_items\_by\_category vs Name

Name	Value
radio	100
computer	100

Publish settings...

Review changes and publish NEW

**View published site** (highlighted with a red box)

Unpublish

Embed

Drive

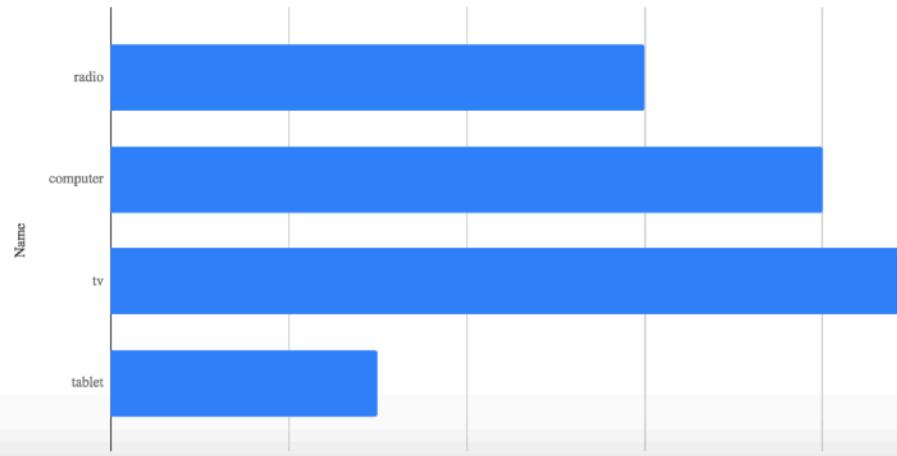
Layouts

Collapsible text

This screenshot shows a Google Sites page titled "Bar Chart". The main content area features a large white title "Your page title" over a background image of a wooden surface with a pinecone and a notebook. Below the title is a chart titled "total\_items\_by\_category vs Name" showing two categories: "radio" and "computer", both with a value of 100. A sidebar on the right contains publishing options like "Publish settings...", "Review changes and publish", "View published site" (which is highlighted with a red box), "Unpublish", "Embed", "Drive", and "Layouts" with various template options. At the bottom right, there's a "Collapsible text" button.

# Your page title

total\_items\_by\_category vs Name



# **WordPress Site**

Design and Computation 4 0 + New View Page GamiPress

Howdy, Bernard

Pages

All Pages Add New

Comments

Custom CSS & JS

Ranks

GamiPress

Appearance

Plugins 1

Users

Tools

Settings

Shortcodes

ARI Adminer

Avatars

Slimstat

Pods Admin

Collapse menu

If you don't want to miss exclusive offers from us, join our newsletter.

Sure! I want to get the latest news.

## Airtable Demo

Permalink: [https://courses.cuhkcf.io/\\_trashed/](https://courses.cuhkcf.io/_trashed/) Edit

Add Media Pods Shortcode GamiPress Shortcode Insert shortcode

Visual Text

b i link b-quote del ins img ul ol li code more close tags

```
<iframe class="airtable-embed" src="https://airtable.com/embed/shrKFNC6iNC6w4bs?backgroundColor=pink&viewControls=on" frameborder="0" onmousewheel="" width="100%" height="533" style="background: transparent; border: 1px solid #ccc;"></iframe>
```

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish on: Oct 2, 2019 @ 14:58 [Edit](#)

[Move to Trash](#) Publish

Page Attributes

Parent (no parent)

Order 0

Need help? Use the Help tab above the screen title.

0

Filter Sort ...

**President's dining hall**

BUILDING LOCATION  
28 Conference Hall Lane

MAX CAPACITY  
350

**Grand ballroom**

BUILDING LOCATION  
20 Organization Way

MAX CAPACITY  
1000

[View larger version](#)

Edit

Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Pages

Comments

Appearance

Plugins 3

Users

Tools

Settings

Shortcodes

SEO

Airpress

Collapse menu

Edit Post [Add New](#)

Post updated. [View post](#)

Hello world!

Permalink: <https://dev-demo5961.pantheonsite.io/2020/09/23/hello-world/> [Edit](#)

[Add Media](#) [Insert shortcode](#)

Visual Text

[b](#) [i](#) [link](#) [b-quote](#) [del](#) [ins](#) [img](#) [ul](#) [ol](#) [li](#) [code](#) [more](#) [close tags](#)

```
<iframe width="600" height="371" seamless frameborder="0" scrolling="no" src="https://docs.google.com/spreadsheets/d/e/2PACX-1vQ4K_lTAQu5rhVGRd_0WGxTTLBzvrFtWrEiQyjpVdysqr7FE0oRM1jxmld4YYv1MopXji1yX5Wx1yTc1/pubchart?oid=631319702&format=interactive"></iframe>
```

Word count: 0

Last edited by bsuen on October 4, 2020 at 6:17 pm

SEO

[Titles settings](#)

[Advanced](#)

[Social](#)

[Redirection](#)

Screen Options

Help

Publish

[Preview Changes](#)

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Rewrites: 6 [Browse](#)

Published on: Sep 23, 2020 at 13:45 [Edit](#)

[Move to Trash](#)

[Update](#)

Categories

All Categories [Most Used](#)

Weekly Posts

Uncategorized

[+ Add New Category](#)

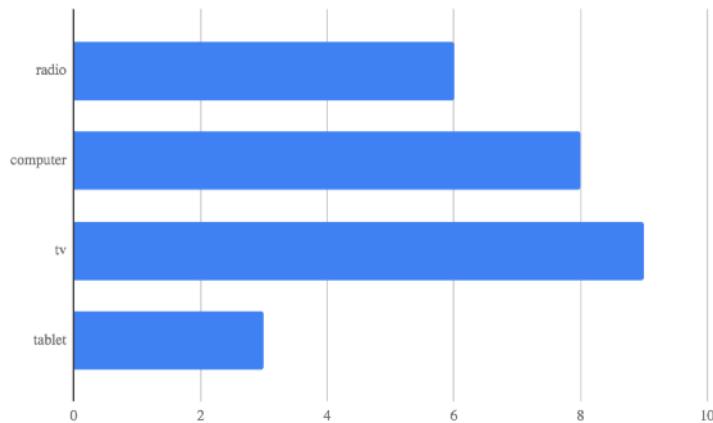
Tags

Separate tags with commas

[Add](#)

## Hello world!

⌚ September 23, 2020 | Ⓜ bsuen



| Edit

Search

### Recent Posts

[The Universe in a Grain of Sand](#)  
[Hello world!](#)

### Recent Comments

A WordPress Commenter on [Hello world!](#)

### Archives

September 2020

# Sharing Through Facebook



flask Basic Bootstrap Airtab Form Inbox My Drs Conv All sub Edit a

Post to Facebook

https://www.facebook.com/share.php?u=https%3A%2F%2Fdocs.google.com%2

Share on Facebook

Share to News Feed or Story

Bernard Suen  
This is a big time saver!

DOCS.GOOGLE.COM  
**Chart Demo of Airtable x Google Sheet Integration**

htJTLY3BweDQ6F1

Tag Friends Check in Feeling/Activity

News Feed Your Story

Friends Friends

Cancel Post to Facebook

Chart editor Setup Custom Chart style Chart & axis titles Series Legend Horizontal axis

# **Tracking Web Traffic with Google Analytics**



# Bar Chart

All changes saved in Drive



**Settings**  
Navigation setting changes are saved automatically and applied the next time you publish your site

**Navigation**

Mode: Top

Colour: Transparent

**Analytics**

Announcement banner

total\_items\_by\_category vs Name



Insert Pages Themes

Text box Images

Embed Drive

Layouts

- Collapsible text
- Table of contents
- Image carousel
- Button

Bar Chart

All changes saved in Drive

Insert Pages Theme

Text box Images

Embed Drive

Layouts

Collapsible text

Settings

Analytics setting changes take effect immediately after closing this dialogue

Navigation

Brand images

Viewer tools

Analytics

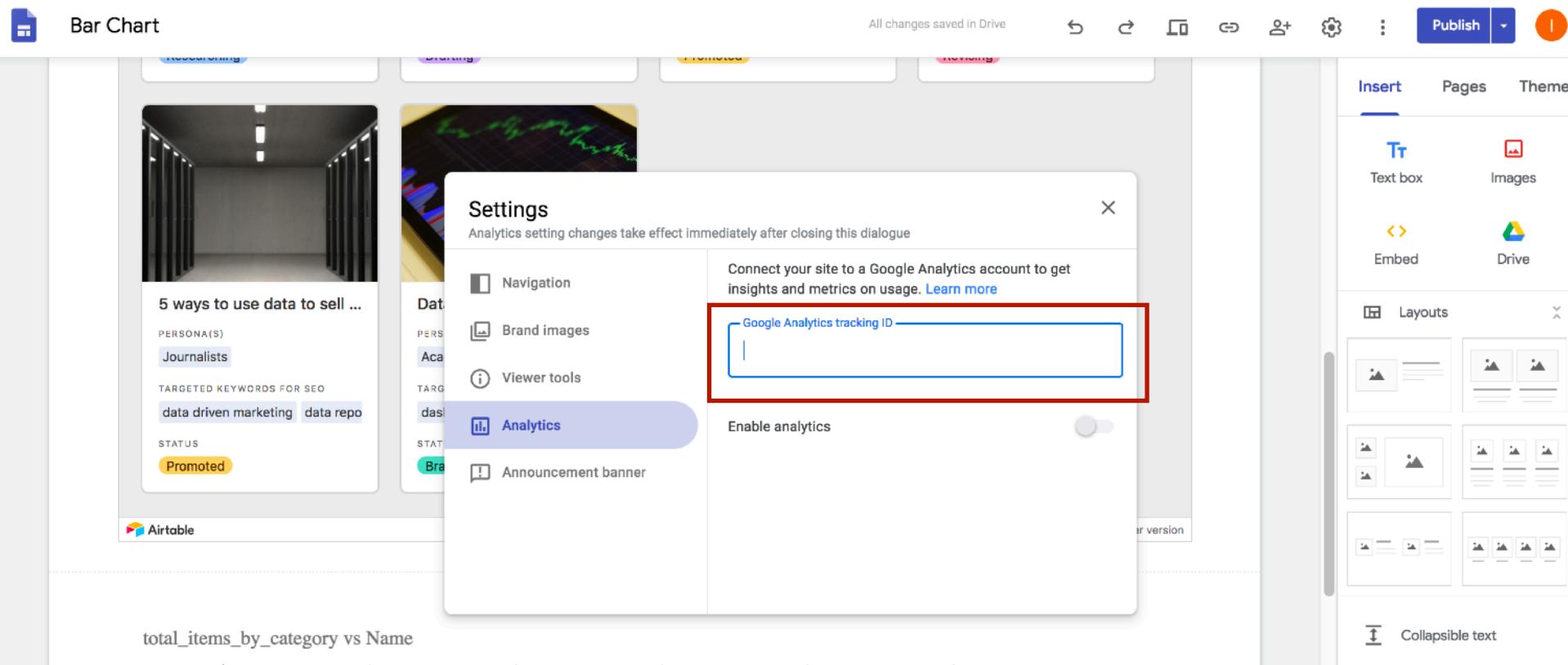
Announcement banner

Connect your site to a Google Analytics account to get insights and metrics on usage. [Learn more](#)

Google Analytics tracking ID

Enable analytics

total\_items\_by\_category vs Name





Improve the  
customer  
experience with  
digital analytics.

Google Analytics gives you the digital analytics tools you need to analyze data from all touchpoints in one place, for a deeper understanding of the customer experience. You can then share the insights that matter with your whole organization.

SIGN UP FOR FREE

Analytics | All accounts > http://entrepreneurship... entrepreneurship.baf.cuhk... ▾ Loading...

**ADMIN** **USER**

**Account** + Create Account

CIE Website

Account Settings

User Management

All Filters

Change History

Trash Can

**Property** + Create Property

http://entrepreneurship.baf.cuhk.edu.hk/

Property Settings

User Management

**Tracking Info** (highlighted with a red box)

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

Custom Definitions

Data Import

**View** + Create View

entrepreneurship.baf.cuhk.edu.hk/

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Grouping BETA

...



Try searching “Users today”



ADMIN

USER

Property

+ Create Property

Bernard's Website



Property Settings

Property User Management

Tracking Info

## Tracking Code

Data Collection

Data Retention

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

Dd Data Deletion Requests

PRODUCT LINKING

## Tracking ID

UA-1291XXXXXXX

## Status

No data received in past 48 hours. [Learn more](#)

Send test traffic



## Website Tracking

## Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every web page that you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-129113936-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-129113936-1');
</script>
```

Most Visited Getting Started 惠潮 AVANT-GARDE... Create Interactive c... hkdc\_dt\_event phot...

# Bar Chart

All changes saved in Drive

Insert Pages Theme

Text box Images

Embed Drive

Layouts

Collapsible text

Settings

Analytics setting changes take effect immediately after closing this dialogue

Navigation

Brand images

Viewer tools

Analytics

Announcement banner

UA-129xxxxxxxxxxxxxx

Enable analytics

total\_items\_by\_category vs Name



Analytics

All accounts > http://entrepreneurship...  
entrepreneurship.baf.cuh...

ADMIN

USER



Account

+ Create Account



CfE Website



View

+ Create View



User Management



All Filters



Change History



Trash Can



Property

+ Create Property

http://entrepreneurship.baf.cuhk.edu.hk/

Account Settings

User Management

Tracking Info

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

View

+ Create View

entrepreneurship.baf.cuhk.edu.hk/

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

http://hksec.hk **hksec.hk** ▾ 2 grid ... profile

HOME REPORTING CUSTOMIZATION **ADMIN**

Administration > View Goals

CfE Website / http://hksec.hk / hksec.hk edit

VIEW hksec.hk View Settings User Management Goals Content Grouping Filters Channel Settings Ecommerce Settings Calculated Metrics BETA

**+ NEW GOAL** Import from Gallery  Search

Goal	Id	Past 7 day conversions	Recording
<input type="checkbox"/> Duration Count	Goal ID 1 / Goal Set 1	100	<span>ON</span>
<input type="checkbox"/> Registration Page	Goal ID 2 / Goal Set 1	25	<span>ON</span>

18 goals left

All accounts > http://entrepreneurship...  
entrepreneurship.baf.cuhk.edu.hk

Analytics

ADMIN USER

View + Create View

entrepreneurship.baf.cuhk.edu.hk/

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

1

?

⋮

View schedule Viewed calendar or deadlines

ENGAGEMENT

- Media play Played interactive media, like a video, slideshow, or product demo
- Share / social connect Shared to a social network or emailed
- Newsletter sign up Signed up for newsletter or mailings

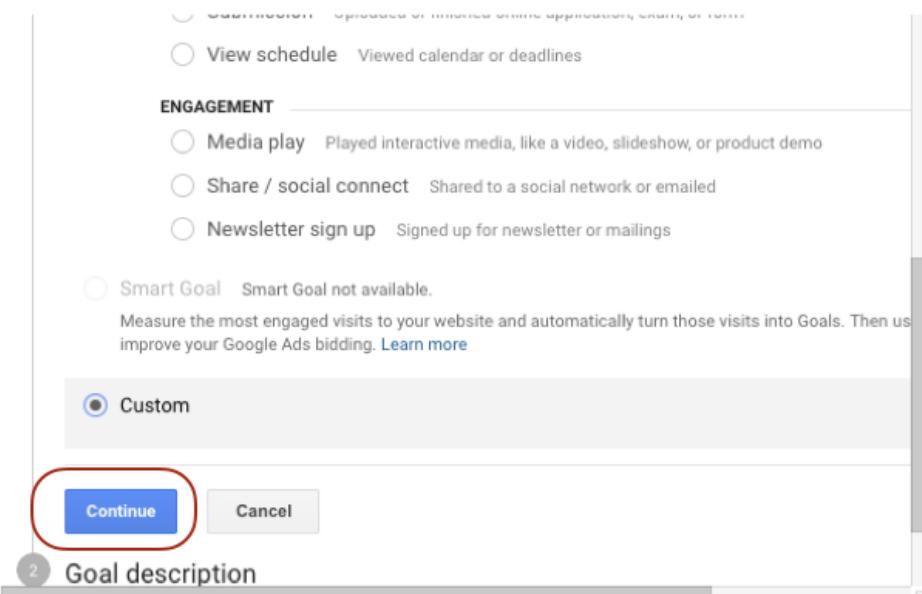
Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use this information to improve your Google Ads bidding. [Learn more](#)

Custom

Continue Cancel

Goal description



VIEW

 hksec.hk ▾ View Settings User Management Goals Content Grouping Filters Channel Settings Ecommerce SettingsCalculated Metrics BETA

PERSONAL TOOLS &amp; ASSETS

 Goal setup 

Custom

## 2 Goal description

Name

Click the Contact Page Button|

Goal slot ID

Goal Id 3 / Goal Set 1 ▾

## Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

 Continue Cancel

HOME

REPORTING

CUSTOMIZATION

ADMIN

VIEW



hksec.hk

View Settings

User Management



Goals

Content Grouping



Filters

Channel Settings

Ecommerce Settings

 Calculated Metrics BETA

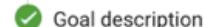
PERSONAL TOOLS &amp; ASSETS



Goal setup

Edit

Custom



Goal description

Edit

Name: Click the Contact Page Button

Goal type: Destination



Goal details

Destination

Equals to

r://dev-com5961-demo.pantheonsite.io/stanley4/theme/contact.html



Case sensitive

For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

Value optional



Assign a monetary value to the conversion.

Funnel optional



Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

Verify this Goal

See how often this Goal would have converted based on your data from the past 7 days.

http://hksec.hk  
hksec.hk ▾

HOME REPORTING CUSTOMIZATION ADMIN Success.

CfE Website / http://hksec.hk / hksec.hk

VIEW  
hksec.hk

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Dd Calculated Metrics BETA

Goal setup Edit  
Custom

Goal description Edit  
Name: Click the Contact Page Button  
Goal type: Destination

Goal details Edit

Done

This screenshot shows the Google Analytics Admin interface for the 'hksec.hk' property. The 'ADMIN' tab is selected. A 'Success.' message is displayed. On the left, a sidebar lists various settings like View, User Management, and Goals. The 'Goals' section is currently active, indicated by a red underline. In the main content area, three steps of goal configuration are shown: 'Goal setup' (Custom), 'Goal description' (Name: Click the Contact Page Button, Goal type: Destination), and 'Goal details'. A 'Done' button is at the bottom of the configuration steps. The top right corner shows a notification icon with '2' notifications, a grid icon, and a user profile icon.



Try searching “Compare bounce rate this week with last week”



## Home

## Customization

## REPORTS

## Realtime

## Audience

## Acquisition

## Overview

## All Traffic

## Google Ads

## Search Console

## Social

## Campaigns

## Behavior

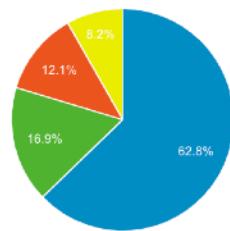
## Conversions

Attribution BETA

## Discover

## Admin

## Top Channels



- Organic Search
- Direct
- Social
- Referral

## Success.

## S

## Users



## Conversions

- Upcoming events (Goal 1 Conversion Rate)



## Acquisition

## Behavior

## Conversions

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
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1	Organic Search	226	195	256	62.89%	2.09	00:01:11	11.72%	30	\$0.00
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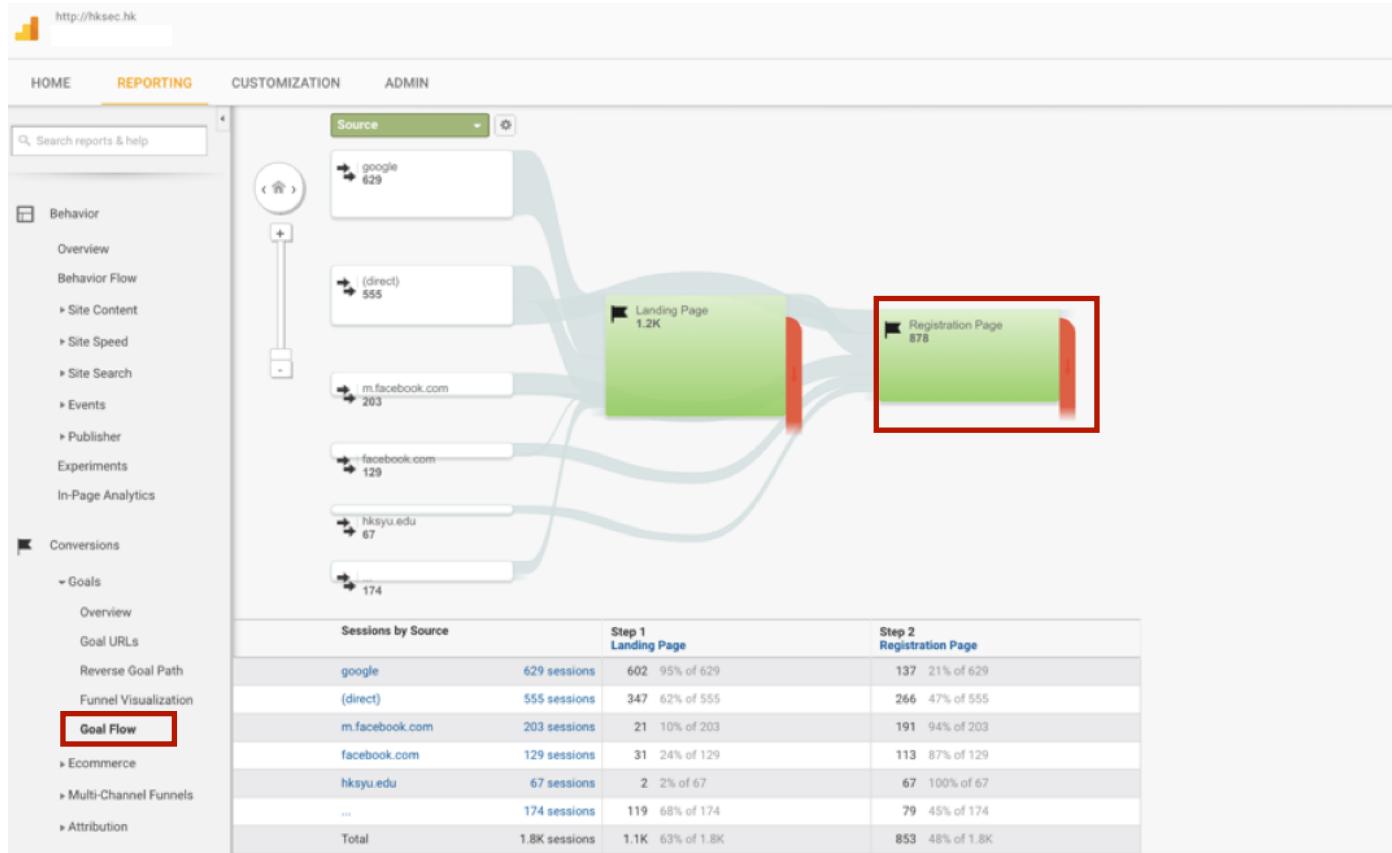
2	Direct	145			67.48%			6.75%		
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3	Social	39			64.29%			16.67%		
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4	Referral	28			62.50%			6.25%		
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1	Organic Search	19			21.05%			52.63%		
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To see all 4 Channels click [here](#).



## **Data Integration**

- Understand the business requirements
- Mapping out the data islands
- Finding the problems and providing the missing links
- Foster organisation change to support data integration

## **Information Delivery**

- Understand the internal and external communication requirements
- Develop strategy for integrated marketing communication
- Monitor and evaluate feedback for continuous improvements

**Thank you for coming!**