

Spiegel Institut Academy remains on course for growth:

Spiegel Institut Academy: Demand for seminars doubled in 2018, particularly for UX training courses

Mannheim, February 18, 2019 – **Specific, in-depth expertise in the field of User Experience and Usability Engineering, practical knowledge from the world of consumer research as well as intercultural know-how, all this is covered by Spiegel Institut Academy in its training and seminars. It is an offer that delivers; this can be seen in the number of seminar bookings, which more than doubled in 2018 alone. Seminars on the topics of User Experience (UX) and Usability Engineering (UE) are especially on course for growth.**

Increasing demand for seminars in companies

Since its founding in 2007, Spiegel Institut Academy has established and expanded its extensive range of seminars on offer: Particularly in the field of UX and Usability Engineering, Spiegel Institut is an experienced certified training provider. In addition, the Academy's offer includes basic seminars for prospective researchers, workshops in the area of negotiation and moderation as well as intercultural seminars on consumer research in China. The seminars are held in both German and English. In the past year alone, registrations for training more than doubled, so that the Academy will once again expand its offer in 2019.

"We are pleased to see the growing demand for our seminar offer. A growing number of customers from the automotive industry request entire cycles of our UE seminars, so that we now conduct in-house CPUX seminars at major automotive companies, where teams with different levels of training are taught," says Dr. Matthias Reisemann, research director and facilitator at Spiegel Institut Academy.

Internationally recognized certifications

A total of thirteen professional experts at Spiegel Institut share their many years of experience with seminar participants and teach the content with a high level of practical



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application and in a structured and understandable way. “We are very proud of the above-average passing rate of participants in our CPUX seminars. This reflects the quality of the facilitators and content of our seminars, which is based on the curriculum of the International Usability and User Experience Qualification Board (UXQB®),” comments Dr. Reisemann. The CPUX certifications confirm that the participants have received internationally recognized knowledge according to ISO 9241. They are carried out by independent auditors and are recognized and supported by five European professional associations.

For more information and to register for the upcoming seminars, go to Spiegel Institute Academy’s website: <https://seminare.spiegel-institut.de/en/>

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