



TRAINING

Airtable

LEARNING OBJECTIVES

- Discover the Airtable environment and its data structuring capabilities
- Create databases and automations tailored to professional needs
- Build customised views to collaborate efficiently
- Integrate Airtable into a connected work ecosystem

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Digital marketing professionals

PREREQUISITES

Basic knowledge of digital tools

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,790 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to Airtable and relational databases
 - Understanding Airtable fundamentals
 - Interface and terminology (base, table, record, field)
 - Use cases in different industries
- Creating databases and structuring information
 - Creating and configuring an Airtable base
 - Field types (text, date, attachment, link, lookup, formula...)
 - Relational structure between tables
- Views, filters and collaborative interfaces
 - Creating views (grid, kanban, calendar, gallery...)
 - Using filters, sorting and grouping
 - Sharing, access rights and real-time collaboration
- Automations in Airtable
 - Creating native automations
 - Triggers, actions, conditions
 - Examples of business-oriented automations
- Integrations and extensions
 - Connecting with Google Workspace, Slack, Notion, Zapier or Make
 - Using Airtable marketplace apps
 - Using Airtable as a no-code tool back-office
- Project workshop: building a customised business base
 - Choosing a real or simulated use case
 - Guided then autonomous construction
 - Testing, iterating and presenting the project

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design and manage collaborative databases with Airtable, automate simple processes, and structure an information system tailored to their activity.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com