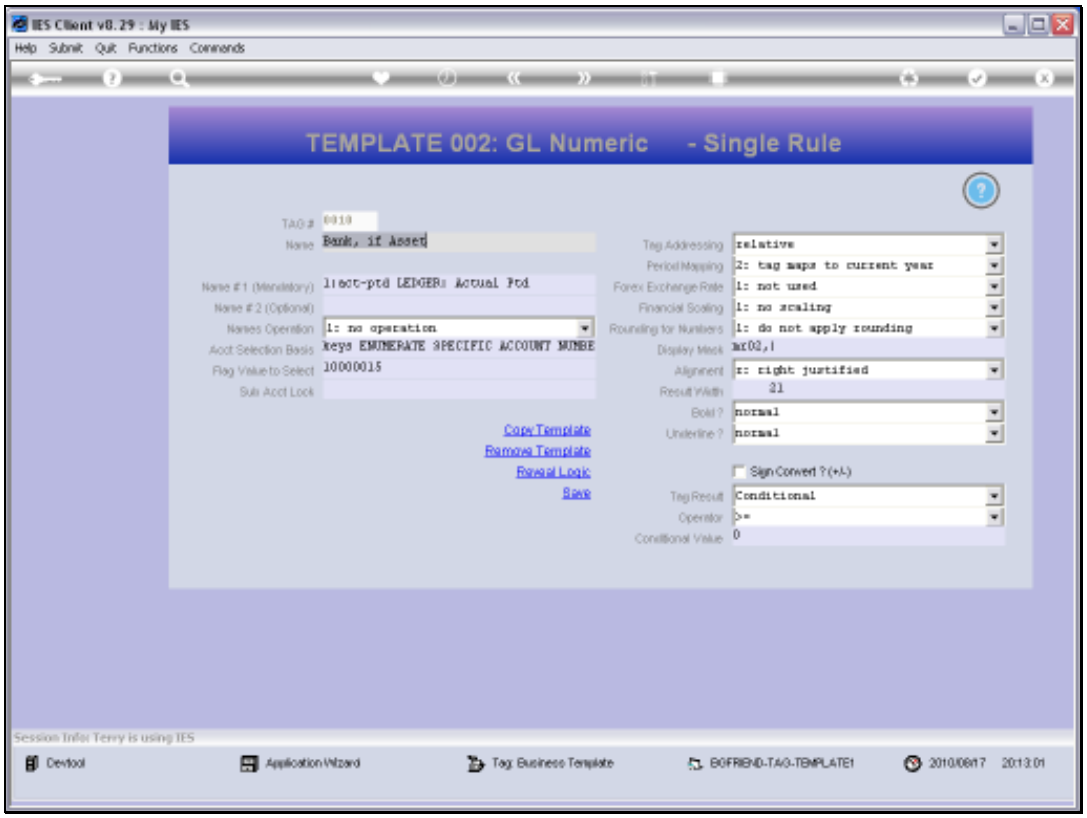
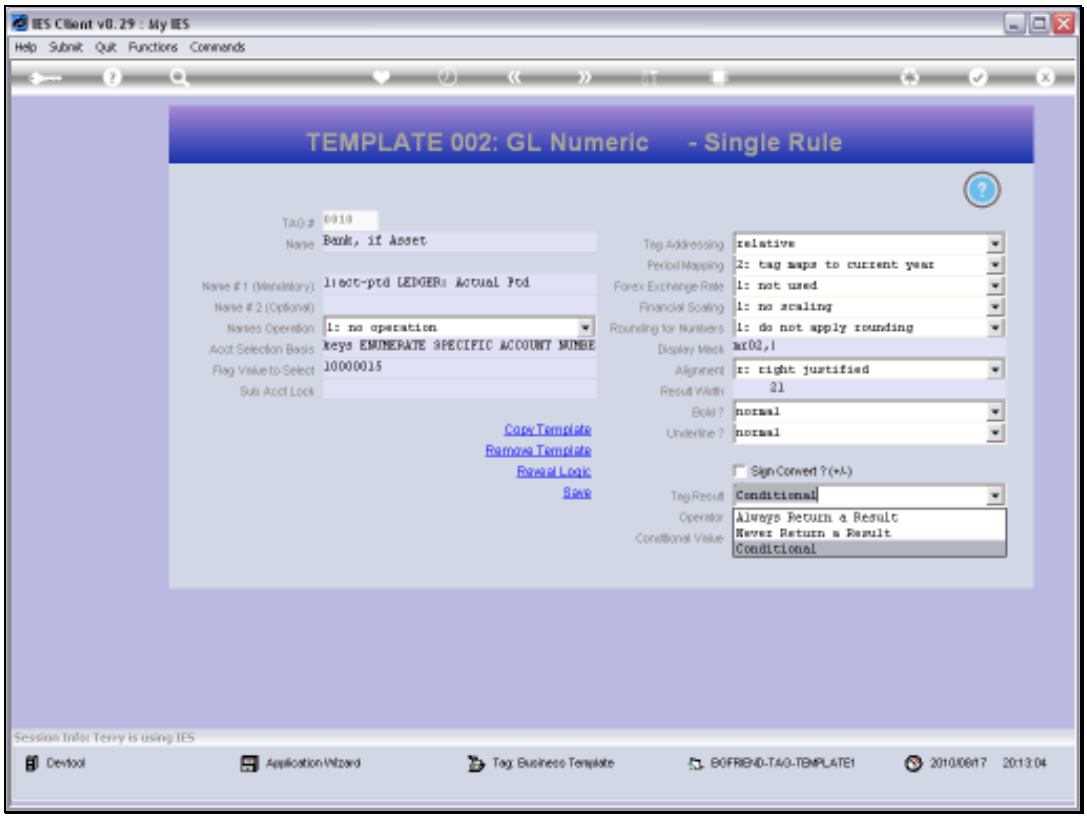
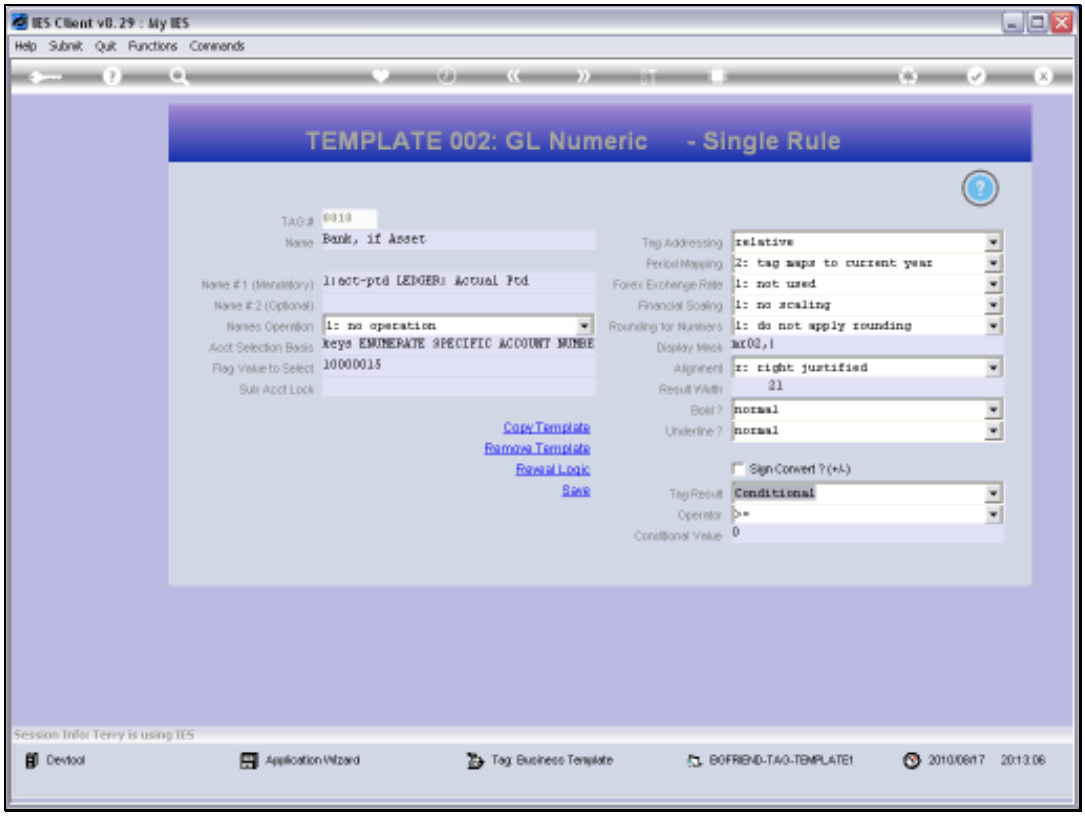


Slide 1

Slide notes: The 'Tag Result' field is mostly at the default setting of 'Always Return a Result'. Only when the Tag is to be used as a hidden Tag with no visible result, or as conditional upon some value, do we select a different setting here.

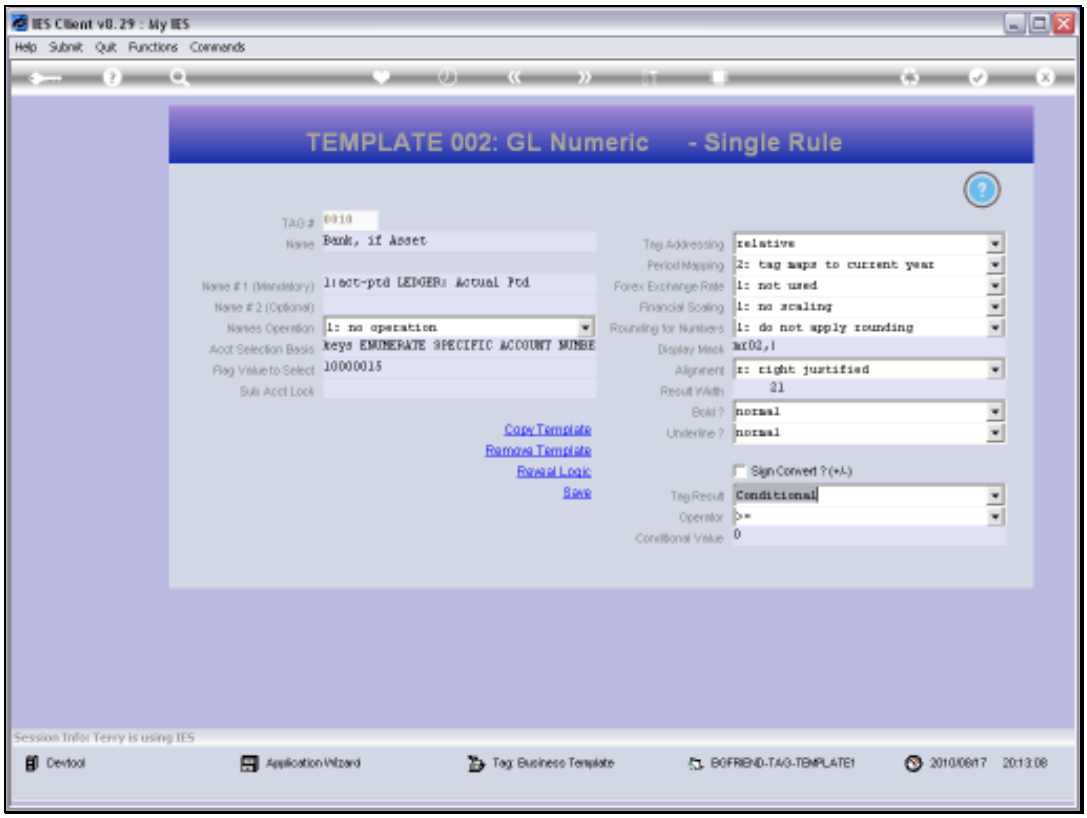


Slide 2
Slide notes:

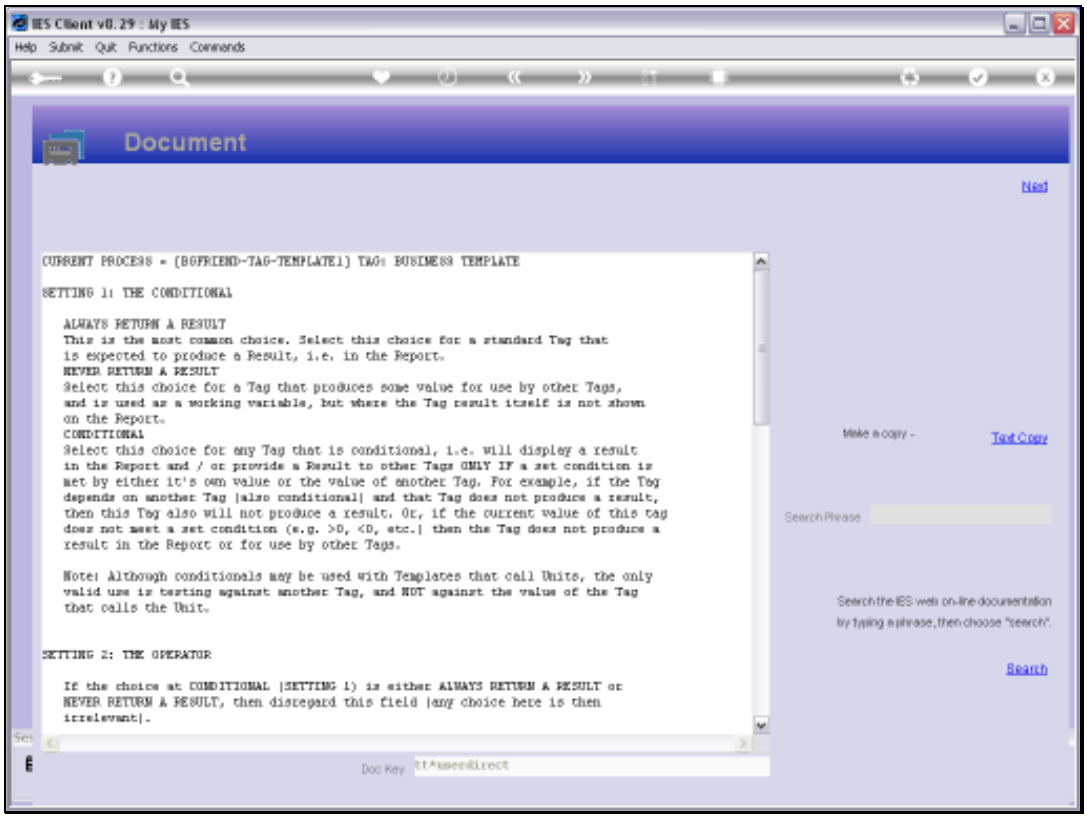


Slide 3

Slide notes: When in standard mode of 'Always Return a Result' or in 'Never Return a result' mode, then the next 2 Fields of 'Operator' and 'Conditional Value' are irrelevant, but when the setting is 'Conditional', then the field works in conjunction with settings selected at 'Operator' and 'Conditional Value'.

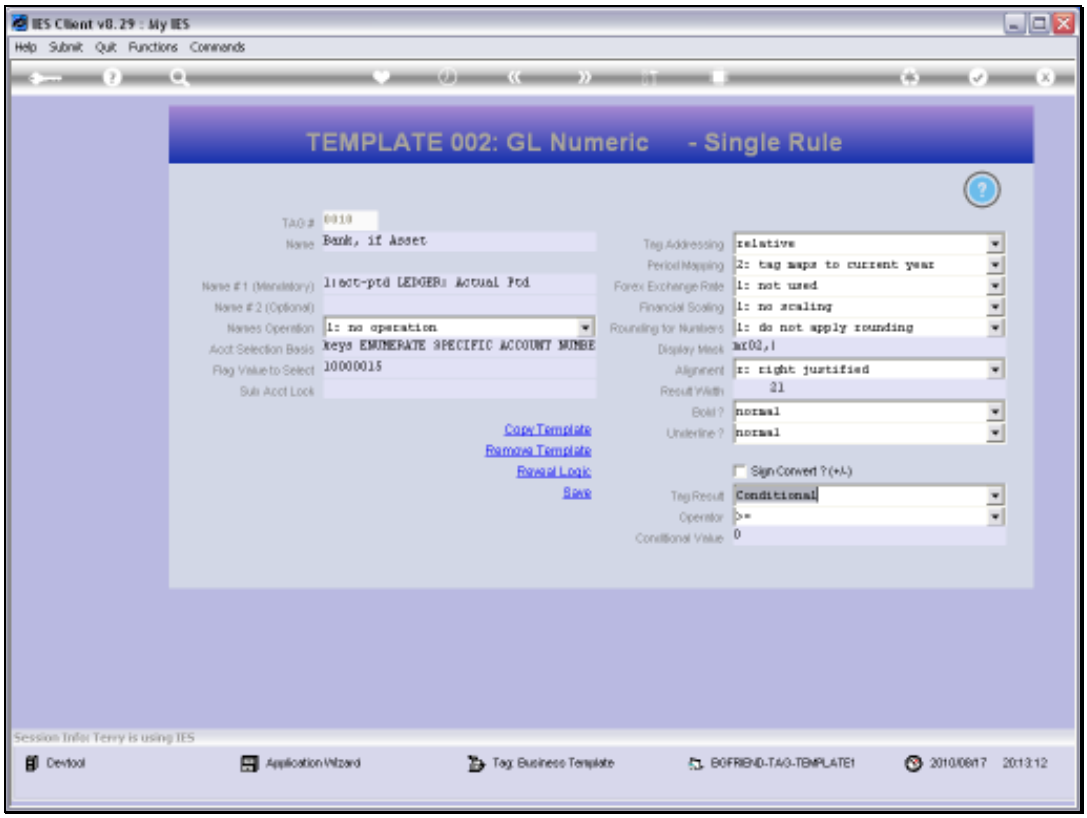


Slide 4
Slide notes:



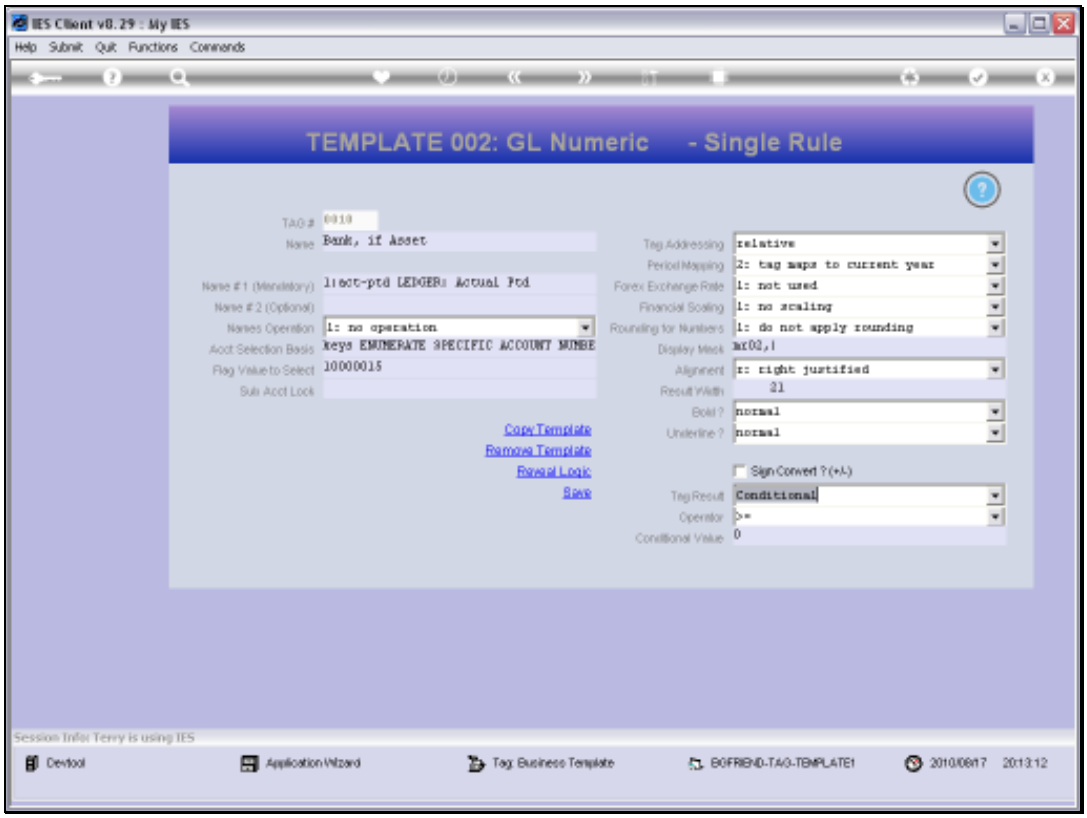
Slide 5

Slide notes: The Help explains the choices here.



Slide 6

Slide notes: How to use hidden and moving Tags is best learnt from the tutorial entitled 'Conditional Tags'.



Slide 7
Slide notes: