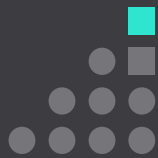


Dynamics 365 for Marketing

Event guide



Please consider the information in this kit a framework, not a fully-packaged standalone event. Please use it to create your own Dynamics 365 event that is tightly aligned with this guidance, a Dynamics 365 event with your unique spin, or another event that is better aligned to serve you and your customers.



Resources

Hosting a Dynamics 365 for Marketing event

- Schedule
- Checklist

Event assets

- Abstract
- Agenda
- Registration page
- Feedback form

Marketing assets

- Invites
- Social
- Banner



Hosting a Dynamics 365 for Marketing event

Hosting a Dynamics 365 for Marketing event

Thank you for your interest in hosting a Microsoft Dynamics 365 for Marketing event. Our objective with this event kit is to provide partners with a framework for hosting a Dynamics 365 for Marketing event of your own.

This event kit will provide guidance on hosting a successful event and resources to help you pull it off, including a workback schedule, a to-do checklist, an event abstract and agenda, and assets to help you market your event.

Making it your own

Please consider the information in this kit a framework. To the extent which it is useful, feel free to use it to create a Dynamics 365 for Marketing event that is tightly aligned with this guidance, a Dynamics 365 for Marketing event with your unique spin, or another event that is better aligned to serve you and your customers.

Topics to consider:

- Evaluating marketing performance
- Digital transformation in marketing
- Leveraging technology to connect sales and marketing
- Transform your customer journey in the cloud
- Defining and creating your lead nurture process

Other resources

Event guide

Documents

- Schedule + Checklist
- Event overview
 - Abstract
 - Agenda

Marketing

- Invite emails
- Social posts
- Banners
 - Emails
 - Social
- Registration/Feedback

The following are examples to provide guidance as you create your own events.



Schedule + Checklist

Pre-event

-6 weeks

- Set date for event
- Secure venue
- Confirm speakers
- Set agenda
- Determine invite list
- Write event copy
- Determine demand gen strategy

-5 weeks

- Launch registration page
- Send initial invites

-4 weeks

- Contact catering
- Order swag
- Organize security
- Schedule social posts

-2 weeks

- Lock slides
- Provide catering info to venue
- Send second invites

-3 days

- Provide guest list to venue
- Send reminder emails
- Launch post-event survey

Day of event

- Provide attendees with WiFi password
- Create hashtag and encourage attendees to share
- Take pictures during the event and share them on social

Post-event

+1 day

- Send follow-up emails with survey request

Checklist

Event logistics

- Event date and time
- Event venue
- Invite list
- Catering
 - Consider dietary restrictions
- Security

Programming

- Speakers
- Agenda
- Slide templates

Marketing

- Registration page
- Feedback form
- Social media posts
 - Create hashtag
- Emails
 - Invite
 - Second invite
 - Registration confirmation
 - Reminder
 - Thank you
 - Optional: Waitlisted, Rejected, Change location or schedule, Cancellation confirmation, Event cancellation, Sorry we missed you*
- Swag (*Optional*)
 - Pens, stickers, power packs, USB sticks

Experience

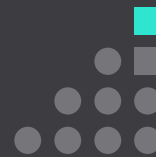
- Name tags
- Internet connectivity/WiFi
- Signage (*Optional*)
 - Welcome signs, posters



Event assets

Abstract
Agenda
Registration page
Feedback form

The following are examples to provide guidance as you create your own events.



Abstract + Agenda

Abstract

Find and nurture more sales-ready leads by moving beyond basic email marketing. Connect sales and marketing, automate processes, and make smarter decisions to maximize your marketing ROI.

Technology has changed the way customers engage with brands and buy products. Businesses can no longer rely solely on basic email marketing and siloed sales and marketing processes to increase demand and close more deals. Modern businesses are leveraging connected sales and marketing to offer personalized nurture streams and seamless experiences throughout the buyer's journey.

We'd like to invite you and your team to participate in our Dynamics 365 for Marketing Summit, designed to equip you with the knowledge and tools to better create and nurture leads, align sales and marketing, and leverage embedded intelligence to make smarter decisions.

During this event you will learn how to:

- **Inspire:** Get inspired by new ideas and success stories of modern marketing teams leveraging technology to drive growth.
- **Discover:** Discover opportunities to improve marketing performance, deliver personalized experiences, and drive innovation.
- **Experiment:** Try the latest tools from Dynamics 365 for Marketing.

Agenda

AM Event	PM Event	Schedule
08:00 AM	12:00 PM	Registration & Breakfast/Lunch
09:15 AM	01:15 PM	Welcome
09:30 AM	01:30 PM	Inspire session
10:30 AM	02:30 PM	Discover session
11:15 AM	03:15 PM	Break
11:30 AM	03:30 PM	Experiment session
12:45 PM	04:45 PM	Closing
01:00 PM	05:00 PM	Reception & Networking



Registration page

 Partner

Partner logo

Dynamics 365 for Retail Summit

Register today!

Find and nurture more sales-ready leads by moving beyond basic email marketing. Connect sales and marketing, automate processes, and make smarter decisions to maximize your marketing ROI.

Technology has changed the way customers engage with brands and buy products. Businesses can no longer rely solely on basic email marketing and siloed sales and marketing processes to increase demand and close more deals. Modern businesses are leveraging connected sales and marketing to offer personalized nurture streams and seamless experiences throughout the buyer's journey.

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Agenda

PM Event	Schedule
12:00 PM	Registration & Breakfast/Lunch
01:15 PM	Welcome
01:30 PM	Inspire session
02:30 PM	Discover session
03:15 PM	Break
03:30 PM	Experiment session
04:45 PM	Closing
05:00 PM	Reception & Networking

Register

Name

Company

Title

Email

Submit

Details

When

February 7, 2019 | 12:00 PM - 5:00 PM PST

Where

Microsoft Training Center
700 Bellevue Way NE
Bellevue, WA 98004



Feedback form

 Partner

Partner logo

Dynamics 365 for Marketing Summit

Thank you for attending our Dynamics 365 for Marketing Summit. We invite you to complete a brief survey to provide feedback on your experience. As a note, this survey is not anonymous.

How satisfied were you with this event? *

- Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied

How strongly would you agree that attending the event has motivated you to either recommend, try, purchase, or deploy Microsoft products and/or services? *

- Strongly agree Somewhat agree Neutral Somewhat disagree Strongly disagree

Did you achieve your objectives for attending this event? *

- Yes No

Did you find the Dynamics 365 for Marketing Summit and content valuable?

- Highly valuable Valuable Low value

Which sections of the Dynamics 365 for Marketing Summit did you find most relevant?

- All of them Excite Explore Experiment None

Which emerging technologies are you most interested in?

As a result of attending the Dynamics 365 for Marketing Summit, how likely are you to deliver this content to your organization?

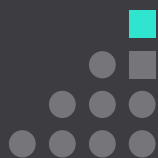
- Highly likely Likely Not at all

Would you like us to send you the Dynamics 365 for Marketing Toolkit?

- Yes No

Would you like to share any other comments or feedback about the Dynamics 365 for Marketing Summit?

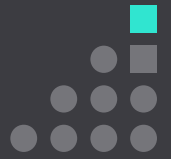
Submit



Marketing assets

Invites
Social
Banners

The following are examples to provide guidance as you create your own events.



Invites

Emails

Invitations

- Invite
- Second invite

Auto responses

- Registration confirmation
- Waitlisted
- Rejected
- Event reminder

Changes

- Change location or schedule
- Registration has been cancelled
- Event cancelled

Follow-up

- Registered, did not attend
- Thank you for attending

Invitations

Invite

Subject line: Invitation to the Dynamics 365 for Marketing Summit

Dear **[NAME]**,

We'd like to invite you and your team to participate in our Dynamics 365 for Marketing Summit, designed to equip you with the knowledge and tools to better create and nurture leads, align sales and marketing, and leverage embedded intelligence to make smarter decisions. During the summit, we will explore new ideas, share success stories, discover new opportunities for your business to improve marketing performance, and demo the latest tools from Dynamics 365 for Marketing.

When

[DATE]

[TIME]

Where

[ADDRESS]

This is an event you don't want to miss! We encourage you to register right away, as space is limited. Event details and registration information is here **[LINK]**. We hope to see you at the Dynamics 365 for Marketing Summit!

Best Regards,

[NAME]

Unsubscribe | Privacy Statement

[PARTNER NAME]

[PARTNER ADDRESS]



Invites

Invitations

Second invite

Subject line: Registration Closing Soon: Dynamics 365 for Marketing Summit

Dear [NAME],

I hope things are going well for you.

We're just a couple weeks away from our Dynamics 365 for Marketing Summit, and I wanted to give you a heads up that registration will be closing soon. If you're planning to attend, please register [LINK] today!

One last thing: A few customers have reached out wondering if there is a fee to attending this event. There is no fee and attendance is absolutely free.

When

[DATE]

[TIME]

Where

[ADDRESS]

Hope to see you at the Summit!

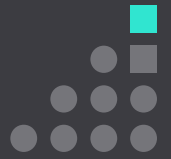
Best Regards,

[NAME]

[Unsubscribe](#) | [Privacy Statement](#)

[PARTNER NAME]

[PARTNER ADDRESS]



Invites

Auto responses

Registration confirmation

Subject line: Dynamics 365 for Marketing Summit: Registration confirmation

Thank you for registering. This email confirms your registration for the following event:

Dynamics 365 for Marketing Summit

[ADDRESS]

[DATE]

[TIME]

We look forward to seeing you at the event! If plans change and you are unable to attend, please use the link below to cancel your registration.

[Cancel my registration]

Auto responses

Waitlisted

Subject line: Dynamics 365 for Marketing Summit: Registration pending

Thank you for your interest in attending our upcoming Dynamics 365 for Marketing Summit. Due to the popularity of this event, your registration cannot be automatically confirmed. You will be notified by email if there is capacity for you to attend.

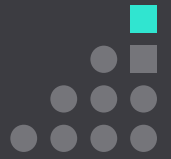
Dynamics 365 for Marketing Summit

[ADDRESS]

[DATE]

[TIME]

Thank you again for your interest.



Invites

Auto responses

Rejected

Subject line: Dynamics 365 for Marketing Summit

Thank you for your interest in attending the Dynamics 365 for Marketing Summit. Unfortunately, due to the popularity of this event we are unable to accommodate your request to attend.

Dynamics 365 for Marketing Summit

[ADDRESS]

[DATE]

[TIME]

We apologize for any inconvenience this may have caused and look forward to seeing you at future events. Please visit our website if you are interested in learning more about other events and webcasts.

Auto responses

Event reminder

Subject line: Dynamics 365 for Marketing Summit: Reminder

Thank you for your interest in our Dynamics 365 for Marketing Summit. We would like to remind you that you are registered for the following event:

Dynamics 365 for Marketing Summit

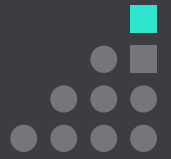
[ADDRESS]

[DATE]

[TIME]

We look forward to seeing you at the event! If plans change and you are unable to attend, please use the link below to cancel your registration.

[Cancel my registration]



Invites

Changes

Change location or schedule

Subject line: Dynamics 365 for Marketing Summit: New location/New schedule

The Dynamics 365 for Marketing for which you are registered has changed location and/or schedule. Please see the new event details below:

Dynamics 365 for Marketing Summit

[ADDRESS]

[DATE]

[TIME]

We apologize for any inconvenience to you and your schedule. If you are unable to attend, please use the link below to cancel your registration.

[Cancel my registration]

Changes

Registration has been cancelled

Subject line: Dynamics 365 for Marketing Summit: Cancellation confirmation

This confirms your registration has been cancelled for the following event:

Dynamics 365 for Marketing Summit

[ADDRESS]

[DATE]

[TIME]

We look forward to seeing you at an event in the future! Please visit our [website] if you are interested in learning more about other events and webcasts.



Invites

Changes

Event cancelled

Subject line: Dynamics 365 for Marketing Summit cancelled

We regret to inform you that our Dynamics 365 for Marketing Summit has been cancelled.

Dynamics 365 for Marketing Summit

[ADDRESS]

[DATE]

[TIME]

We apologize for any inconvenience. We will be sure to notify you if this event is re-scheduled for a later date. Please visit our [\[website\]](#) if you are interested in learning more about other events and webcasts.

Follow-up

Registered, did not attend

Subject line: Dynamics 365 for Marketing Summit: Sorry we missed you

Our records indicate that you were registered for the following event but did not attend:

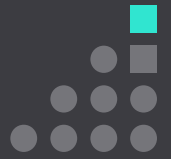
Dynamics 365 for Marketing Summit

[ADDRESS]

[DATE]

[TIME]

Please visit our [\[website\]](#) if you are interested in learning more about other events and webcasts. We look forward to seeing you at one of our future events!



Invites

Follow-up

Thank you for attending

Subject line: Dynamics 365 for Marketing Summit: Thank you for attending!

Thank you for attending the following event:

Dynamics 365 for Marketing Summit

[ADDRESS]

[DATE]

[TIME]

If you did not get a chance to provide feedback the day of the event, please let us know what you thought of everything via our [\[survey\]](#).

We hope that you found this event valuable and informative. Please visit our [\[website\]](#) if you are interested in learning more about other events and webcasts.

We look forward to seeing you again in the future!



Social + Banners

Twitter

Did you know that organizations with tightly-aligned sales and marketing had 36% higher customer retention rates and achieved 38% higher sales win rates? Learn how to automate processes and make smarter decisions to maximize your marketing ROI at our Dynamics 365 for Marketing Summit on [DATE]. Register today!

Register for our Dynamics 365 for Marketing Summit, designed to equip you with the knowledge and tools to better create and nurture leads, align sales and marketing, and leverage embedded intelligence to make smarter decisions.

Get inspired and discover new opportunities to improve marketing performance at our Dynamics 365 for Marketing Summit on [DATE]. Space is limited.

Did you know that companies that excel in lead nurturing generate 50% more sales-ready leads at 33% lower cost? Explore the latest marketing tools from Microsoft and learn how to boost productivity and increase revenue at our Dynamics 365 for Marketing Summit on [DATE]. Register [here].

Find and nurture more sales-ready leads by moving beyond basic email marketing. Register for our Dynamics 365 for Marketing Summit and learn how to transform your marketing.

Facebook + LinkedIn

Title: Find and nurture more sales-ready leads by moving beyond basic email marketing. Connect sales and marketing, automate processes, and make smarter decisions to maximize your marketing ROI.

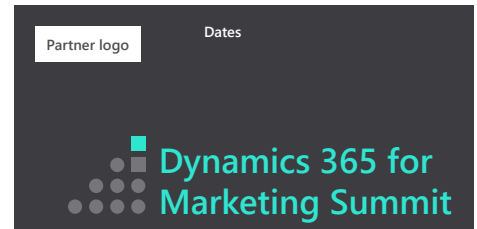
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- Inspire: Get inspired by new ideas and success stories of modern marketing teams leveraging technology to drive growth.
- Discover: Discover opportunities to improve marketing performance, deliver personalized experiences, and drive innovation.
- Experiment: Try the latest tools from Dynamics 365 for Marketing.

Learn more and register at the link below.

Banner



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