

Microsoft Partner Events

User's Guide to MicrosoftPartnerEvents.com

Abstract

With MicrosoftPartnerEvents.com, members of the Microsoft Partner Program can schedule seminars and webcasts and enable their customers to sign up for them quickly and easily online. The site provides sample demos, case studies, and Microsoft PowerPoint presentations, as well as a whole library of campaign content, to help you put together a great event. It also allows you to easily co-host events with other Microsoft partners. In this white paper, we explain how to use the various features of MicrosoftPartnerEvents.com, from accessing your account to creating events to browsing our resource library.

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Introduction

MicrosoftPartnerEvents.com is a self-service Web site that makes it easy for Microsoft partners to schedule, prepare, and promote terrific seminars and webcasts for their customers. By creating events through MicrosoftPartnerEvents.com, you enable your customers to register for events quickly and easily online. The site also offers a wealth of sample presentation materials covering Microsoft products and services, and it makes it simple to co-host events with other Microsoft partners.

Our event-registration system actually comprises two Web sites that are connected. MicrosoftPartnerEvents.com is the site you use to schedule events. ClickToAttend.com is our customer-facing site--the site your customers use to sign up for events you've created. The latter features a generic design, without Microsoft branding, to prevent customer confusion. (If we directed customers to a Microsoft site, it might be unclear who was hosting the event. We want them to know that you and Microsoft are working together to host the event.)

You must be an active Registered, Certified, or Gold Certified member of the Microsoft Partner Program to access MicrosoftPartnerEvents.com. The site is intended for Microsoft partners in the United States, though international partners are welcome to create an account and use the site's features as appropriate. Microsoft employees who require access should e-mail mpeadmin@microsoft.com.

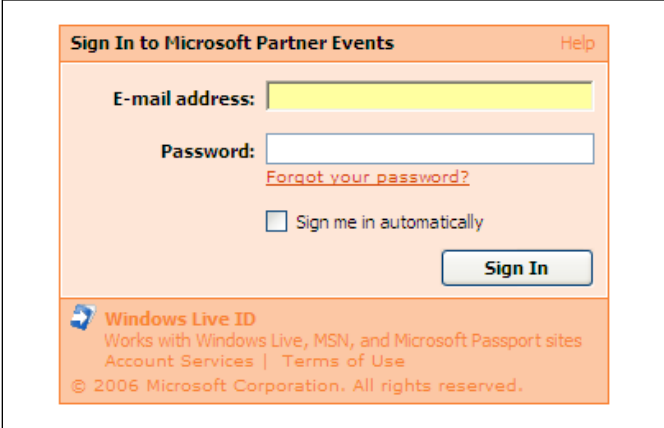
This user's guide explains how to use the various features of MicrosoftPartnerEvents.com. If you have any questions that aren't addressed here, please e-mail them to us at mpeask@microsoft.com.

Getting Started

Accessing Your Account

You must be an active Registered, Certified, or Gold Certified member of the Microsoft Partner Program to access MicrosoftPartnerEvents.com. To sign in to the site, simply go to the MicrosoftPartnerEvents.com home page and click the **Sign In** button in the Access Your Account box.

This brings you to a sign-in page. Here, you need to enter the same Microsoft Passport Network e-mail address and password that you use to access the Microsoft Partner Program site (<http://partner.microsoft.com>).



The screenshot shows a web form titled "Sign In to Microsoft Partner Events" with a "Help" link in the top right corner. The form contains two input fields: "E-mail address:" and "Password:". Below the password field is a link that says "Forgot your password?". There is a checkbox labeled "Sign me in automatically". A "Sign In" button is located at the bottom right of the form. At the bottom of the page, there is a section for "Windows Live ID" with the text "Works with Windows Live, MSN, and Microsoft Passport sites", links for "Account Services" and "Terms of Use", and a copyright notice: "© 2006 Microsoft Corporation. All rights reserved."

Once you've done so, click the **Sign In** button. This returns you to the home page, now populated with a left navigation bar, any events you've created, and other personalized information.

Note: to begin creating events, you must first enter a privacy statement. To learn how to do this, and why we require it, please see the next section.

Entering a Privacy Statement

People registering for events at ClickToAttend.com need to understand who is collecting their personally identifiable information, and what will be done with that information. Because it's a co-branded site (Microsoft and you, the partner), all partners who use the event-registration service are required to supply a privacy statement that will appear as part of their event listings, alongside the privacy statement supplied by Microsoft.

For more information on creating a privacy statement, you're encouraged to consult your attorney and/or use the following resources:

- A sample privacy statement from the Better Business Bureau at https://www.bbbonline.org/privacy/sample_privacy.asp
- "How to Construct Your Privacy Policy: Privacy Policy Generator" from the Direct Marketing Association at <http://www.the-dma.org/privacy/creating.shtml>

Note that ClickToAttend.com does not collect users' IP addresses or any other personally identifiable information other than what users' knowingly submit through the event-registration form. The only cookies used are session cookies for partner session timeout.

To enter a privacy statement at MicrosoftPartnerEvents.com, click **Personalize This Site** in the left navigation bar. In the lower half of the page, in the Privacy Statement section, enter your statement text in the field provided. (Note: including images or links as part of your statement text is not supported.)

When you're finished, click the **Save Settings** button at the bottom of the page.

Uploading Your Company Logo

This feature enables you to have your company logo appear as part of your ClickToAttend.com event listings and at the top of your MicrosoftPartnerEvents.com home page.

To upload your logo, click **Personalize This Site** in the left navigation bar. Near the top of the page, in the Upload Your Logo section (shown next), click the **Browse** button to find and select the appropriate image file. Note: the file should be in .jpg or .gif format, and should not exceed 300 x 300 pixels.

Once you're finished, click the **Upload** button. The page will refresh, and a preview of the logo will appear to the left.

Entering Your Company Description

It's very important to enter a description of your company when you set up your MicrosoftPartnerEvents.com account. Your company description will appear as part of your ClickToAttend.com event listings (as shown in the following screen shot), and will help potential attendees learn more about your business and decide whether the event is right for them.

To enter your description, click **Personalize This Site** in the left navigation bar. Midway down the page, in the Company Description section, enter the description text in the field provided. When you're finished, click the **Save Settings** button.

Creating an Event

In the Create an Event section of MicrosoftPartnerEvents.com, you can schedule seminars and webcasts and enable your customers to sign up for them at ClickToAttend.com. Events you create can be based on

a ready-built Microsoft event campaign, or on one of your own previous campaigns. Or, if there isn't an existing campaign that meets your needs, you can create your own custom event.

Creating a Seminar Based on a Ready-Built Microsoft Campaign

You can create a seminar based on an existing Microsoft campaign in a few easy steps. To start, point to **Create an Event** in the left navigation bar, and then click **From a Campaign**. This brings you to a Create an Event page. Under Ready-to-Use Content, you can search for the campaign you want in one of three ways:

- By go-to-market initiative
- By product
- By vertical industry

Select one of these three search categories, click to open the adjacent drop-down menu, and select the initiative, product, or industry that you're interested in (as shown in the following screen shot).

The screenshot shows the 'Create an Event' page. On the left is a navigation bar with links like 'e this Site', 's', 'rs', 'Event', 'vents', 'ortunities', 'Across', 'obile', 'erience', 'Center', 'Center', 'Center', 'Partner', 'am Blog', 'Partner', 'ome'. The main content area is titled 'Create an Event' and includes the text: 'You can create a seminar or webcast using your content or one of our campaigns.' Below this are two tabs: 'Ready-to-Use Content' (active) and 'Custom Event'. Under 'Ready-to-Use Content', it says: 'To create a seminar or webcast use the campaign search feature below. Search for Campaigns'. There are three radio buttons: 'Go-To-Market Initiative', 'Product', and 'Vertical Industry' (selected). Below these is an 'Industries' dropdown menu with a list of industries: 'Select Industry', 'Show All Campaigns', 'All Industries', 'Automotive', 'Construction', 'Distribution', 'Education Higher Ed', 'Education K-12', 'Financial Services', 'Government Federal', 'Government State & Local', 'Healthcare', 'Legal', 'Manufacturing', and 'Non-Profits'. To the right of the dropdown is a 'Create Custom Event' button. Below the industries list is a 'Copy E' section with the text: 'Select one of existing event creating an ev customize you'. At the bottom left is a text input field with '103251 -'. At the bottom right is a 'Solutions' dropdown menu.

The page will refresh, and any matching campaigns that are found will appear at the bottom of the page, with the name of the campaign, the related products, and the delivery method (either seminar or webcast). To learn more about a particular campaign--and, if you wish, create a seminar based upon it--just click its name to go to the page for that campaign.

Industries: Education Higher Ed

Search Results
Your search returned 4 matching campaigns.

Campaign	Related Products	Delivery Method
Microsoft Dynamics for the Public Sector	Microsoft Navision Microsoft Dynamics SL Microsoft Dynamics GP Microsoft Axapta	Seminar or Webcast
Microsoft Licensing for Education	Software Licensing	Seminar or Webcast
Office System Solutions for Education	Microsoft Office Professional Edition Microsoft Office Standard Edition Microsoft Office InfoPath Microsoft Office OneNote Microsoft Office Outlook Microsoft SharePoint Portal Server Microsoft Windows SharePoint Services	Seminar or Webcast
Operational Efficiency for Education	Microsoft Windows Server	Seminar or Webcast

Here, you'll find an overview of the campaign and/or supplemental content provided by Microsoft that you can download, such as demos, PowerPoint decks, and marketing and training materials. The page may also outline the target audience, segment, and industry as well as the featured products or solutions.

To create a seminar based on the campaign, click the **Create Seminar** link at the top of the page. This takes you to an Event Focus page containing pre-assigned attributes such as target audience, featured products, and target industry. These attributes classify the event on ClickToAttend.com and help potential registrants decide whether the event is right for them.

You can add or remove attributes if you wish; simply press your keyboard's CTRL key and click an attribute to select or clear it. To select more than one attribute within a field, just press CTRL as you click.

Event Focus

Please use the following attributes to classify your event. This will help potential registrants determine if an event is right for them. Selections can be made when the event is created and modified at a later time, if needed.

Note: If you'd like to have an item added to one of the list boxes below, please send your request to mpeadmin@microsoft.com.

Target Audience
(use the CTRL key to select more than one audience)

- Accounting Professionals
- Administrative Professionals
- Administrators
- Benefits Administrators
- Business Executives
- Business Managers
- Business Owner

Featured product
(use the CTRL key to select more than one product)

- Developer Tools - Visual Studio .NET 2003
- Developer Tools - Visual Studio 2005 Express Editions
- Developer Tools - Visual Studio 2005 Professional Edition
- Developer Tools - Visual Studio 2005 Standard Edition
- Developer Tools - Visual Studio 2005 Team System
- Developer Tools - Visual Studio 2005 Tools for the Microsoft Office
- General Information - Business Growth

Target Industry
(use the CTRL key to select more than one industry)

- All Industries
- Automotive
- Construction
- Distribution
- Education Higher Ed

Once you're finished, click the **Next** button at the bottom of the page. If you've selected two or more featured products for the event, you'll be asked to identify the product that will be the primary focus of the seminar, using a drop-down menu. (Later, you'll have the option to choose an enhanced layout for your

ClickToAttend.com registration page. The custom-content links that appear on that page are based on the product you select here.)

Events

Use this Site

s

rs

Event ▶

vents

ortunities

Across

Mobile

Event Focus

Using the products and topics you identified in the previous step, please select the product or topic that will be featured in this event.

Featured Product/Topic

In the final step of the event registration process, you will be asked to make your selection. The enhanced layout is available for your review based on your selection.

Next >

Microsoft Office InfoPath

Microsoft Office InfoPath

Microsoft Office OneNote

Microsoft Office Outlook

Microsoft Office Professional Edition

Microsoft Office Standard Edition

Microsoft SharePoint Portal Server

Microsoft Windows SharePoint Services

Next (or if you've selected only one featured product), you'll arrive at a My Partners page, which enables you to select partners from your My Partners list with whom to co-host the seminar, if you'd like.

Some of the most successful events are those done in partnership with another organization. Microsoft partners who offer consulting services, training services, hardware solutions, software solutions, and software licensing often have natural synergies that, when brought together, help to create a great event.

To host the seminar by yourself, just make sure that the **We are the only partner hosting this event** option is selected and click **Next** at the bottom of the page. To co-host with another partner, click the **We are hosting this event with one or more additional partners** option, and click to select the appropriate partner from the Partners field below. (You can co-host with up to two additional partners. To select two partners, just press your keyboard's CTRL key as you click.)

My Partners

Microsoft Partner Events allows you to host events with the support of one or more partners. For this event only, please make a choice below.

Your partners are listed below. You may select up to two additional partners for this event. To select two partners, click the first partner and then use CTRL + click to select the second partner.

☒ We are the only partner hosting this event.
 ☐ We are hosting this event with one or more additional partners.

Please note: You do not need to add Microsoft as a partner for this event.

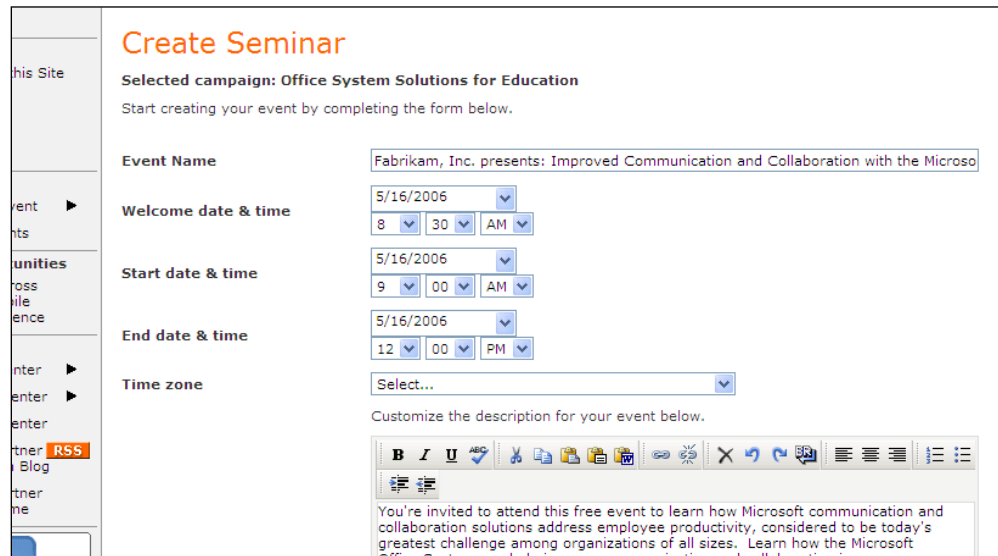
Please note: Partners who have not completed their Privacy Statement are not eligible to join a multi-partner event. Their Privacy Statement must be completed before you can select them.

[Next >](#)

Note that to be able to select a partner as a co-host, you must first add that partner to your My Partners list. To learn how to do this, please see the "Managing Your My Partners List" section later in this user's guide. You do not need to add Microsoft as a partner for your events.

Also, partners must first enter a privacy statement to be eligible to join a multi-partner event. Read more about this in the "Entering a Privacy Statement" section of this guide.

When you're done, click the **Next** button. This brings you to a Create Seminar page (shown next) with event name and description fields that are pre-populated, but that you can customize to fit your needs.



Here, you need to assign welcome, start, and end dates and times for the seminar, as well as a time zone. The welcome time is the time attendees are recommended to arrive in order to check in and get settled so that the event can start promptly.

Note: we recommend that you schedule events four to six weeks out; that way, you allow yourself enough time to plan and execute a great event, and you give your audience time to register.

In addition, if you'd like, you can set a maximum number of attendees. If no cap is needed, you can just leave this field blank. (People who try to register for an event after the maximum has been reached are told that registration is closed due to the event's popularity. However, they are encouraged to contact you for more details, and they're provided with your contact information.)

Once you're finished, click the **Next** button at the bottom of the page. This takes you to a Location Information page, in which you'll indicate where the seminar is going to be held. Click to open the **Venue Type** drop-down list box and select either the appropriate Microsoft facility or **Custom Location** if the event is being held somewhere else.

Location Information

Complete your seminar by supplying the location information.

Note: Choosing a Microsoft location does not automatically reserve it! You are responsible for reserving the location. If you have questions please contact the Microsoft Partner Events team at mpeask@microsoft.com.

Venue Type

Venue name

Address

City

State/Province

Postal Code

Country

Phone

URL

Microsoft Corporation(Bellevue, WA)

Microsoft Corporation

205 108th Ave. NE

Suite 400

Bellevue

Washington

98004

USA

(425) 705-1900


<http://www.microsoft.com/mscorp/info/usaoffices/p>

If you select a Microsoft location, the name, address, and other fields will fill in automatically; if it's a custom location, you'll need to enter this information. Note that ClickToAttend.com automatically provides driving directions to the location, based on the address you indicate here, using Microsoft MapPoint technology.

Next, click the **Preview** button, and you'll see how your event listing will appear on ClickToAttend.com.

Seminar Preview


Please review the details for your event below. You can choose between a simple or enhanced layout for your registration page. The links shown in the enhanced layout are based on your Featured Product/Topic. You can make changes to this setting later on by selecting Edit Event.



Event

POWERED BY MICROSOFT EVENTS

Fabrikam, Inc. presents: Improved Communication and Collaboration with the Microsoft Office System



FABRIKAM

Microsoft Office InfoPath

- [Product Information](#)
- [Demos](#)
- [How to Buy](#)

Microsoft Office System

- [Office Online](#)
- [What is the Office System?](#)
- [Work Essentials](#)

This event hosted by:
[**Fabrikam, Inc.**](#)

Customizations

- Page Layout >
- Use custom contact information >
- Hide from Search >
- Hide Driving Directions >
- Disable Reminder Messages >
- Alternate registration >

As a new feature at MicrosoftPartnerEvents.com, you're now able to choose either a simple layout or an enhanced layout for your event's ClickToAttend.com registration page.

The simple layout displays the name of the event; the date, time, and location of the event; the event description; and other basic information. The enhanced layout includes these elements as well as links to pertinent Microsoft product information and demos.

To switch from an enhanced to a simple layout or vice versa, in the Customizations box that appears to the right, click **Page Layout**, then click the appropriate option button. The page will refresh, and the layout you've chosen will appear to the left.

The Customizations box offers other options as well. To assign another user associated with your MicrosoftPartnerEvents.com account as the contact for the event--the person listed on the registration page whom customers can e-mail with questions--click the **Use Custom Contact Information** link, then select the appropriate user from the drop-down menu that appears.

The screenshot shows a 'Customizations' menu with several options: 'Page Layout', 'Use custom contact information', 'Disable Reminder Messages', and 'Alternate registration'. The 'Use custom contact information' dropdown is open, showing a list of contacts: 'Use me as contact' (selected), 'Scott Bishop', 'Jim Hance', and 'Create Custom Contact'. The text below the dropdown explains that the selected contact information will be used for event questions.

To exclude your event listing from ClickToAttend.com's search engine, so that you need an Event Code or direct link to access it, click **Hide from Search**, then select the check box that appears. To exclude MapPoint's driving directions from the listing (say, if they're inaccurate or nonexistent), click **Hide Driving Directions**, then select the check box.

To disable reminder messages--so that people who register for your event receive only a confirmation e-mail and no follow-up reminder e-mails--click the **Disable Reminder Messages** link, then select the check box that appears. (Note that you should only select this option if you intend to remind registrants yourself by phone or e-mail. If you select this option but decide later that you'd like e-mail reminders sent after all, you can always clear the check box.)

The last link in the Customizations box, **Alternate Registration**, enables you to give customers the option to register for the event by phone or e-mail, rather than register through ClickToAttend.com. By clicking **Alternate Registration** and selecting the check box that appears, your registration phone number and e-mail address will appear as part of your ClickToAttend.com registration page.

The screenshot shows the 'Customizations' menu with the 'Alternate registration' dropdown open. The dropdown contains a checkbox and text explaining that checking the box will allow registrants to see the user's e-mail address and/or phone number for registration purposes. The text also notes that if users are unable to create an account on ClickToAttend.com, they will be able to contact the user to register.

Additional options appear at the bottom of the page. If you wish to make changes to the listing, click the **Edit Event** button, which takes you back through the steps described above. To cancel the event, click **Cancel Event**. If you'd like to save your listing but activate it for registration at a later time, click **Save, Activate Later**.

About Fabrikam, Inc.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vestibulum massa id augue. Duis sed purus. Suspendisse tempus felis quis turpis. Ut sagittis. Donec viverra vehicula purus. Nulla vitae tellus. Sed pede. Mauris dolor tellus, vehicula eget, lobortis non, feugiat a, eros. Nullam facilisis mauris. Aenean aliquet nisi eget tortor. Phasellus nec felis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Ut auctor tellus.

[Register Now](#)

[Edit Event](#) [Cancel Event](#) [Save, Activate Later](#) [Save and Activate](#)

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 Microsoft by Dark Frequency, Inc.

Finally, to save your listing and activate it for registration on ClickToAttend.com, click the **Save and Activate** button. This brings you to an Event Created page containing the Event Code for the seminar as well as a direct link to the event listing on ClickToAttend.com. Providing your customers with either or both of these--say, in an e-mail, on a Web site, or in a direct-mail piece--enables them to go the listing on ClickToAttend.com and register for the event.

Creating a Custom Seminar

If no existing seminar campaigns meet your needs, you can create a custom seminar. Just point to **Create an Event** in the left navigation bar, and then click **Custom Event**. At the resulting page, select the **Seminar** delivery method and click **Next**.

Custom Event

Please select the delivery method for your custom event. After specifying the delivery method, you will be walked through the rest of the event creation steps.

Delivery Method

☒ Seminar

☐ Webcast

[Next](#)

You'll arrive at an Event Focus page, where--as described above, in the "Creating a Seminar Based on a Ready-Built Microsoft Campaign" section of this guide--you can assign attributes to classify the event on ClickToAttend.com.

Once you're done, click **Next**, and if you've selected two or more featured products for the event, you'll be asked to pick the product that will be the primary focus of the seminar, using a drop-down menu. Then (or if you've selected only one featured product), you'll come to a My Partners page, where you can elect to host the seminar either by yourself or with other Microsoft partners.

Click **Next** again to advance to a Create a Seminar page, in which you may modify the name of the seminar, enter a description, and assign dates, times, and other information, as described above.

To continue, click **Next**, and you'll come to a Location Information page, where you must either assign a Microsoft venue as the site of the event or enter a custom location. (Note: choosing a Microsoft venue does not automatically reserve it. You are responsible for reserving the venue. For more information on how to do this, please contact the Microsoft Partner Events team at mpeask@microsoft.com.)

Finally, to see what your event listing will look like on ClickToAttend.com, click the **Preview** button. From there, you can customize your registration-page layout, save and activate the listing, or perform other actions as described above.

Creating a Webcast Based on a Ready-Built Microsoft Campaign

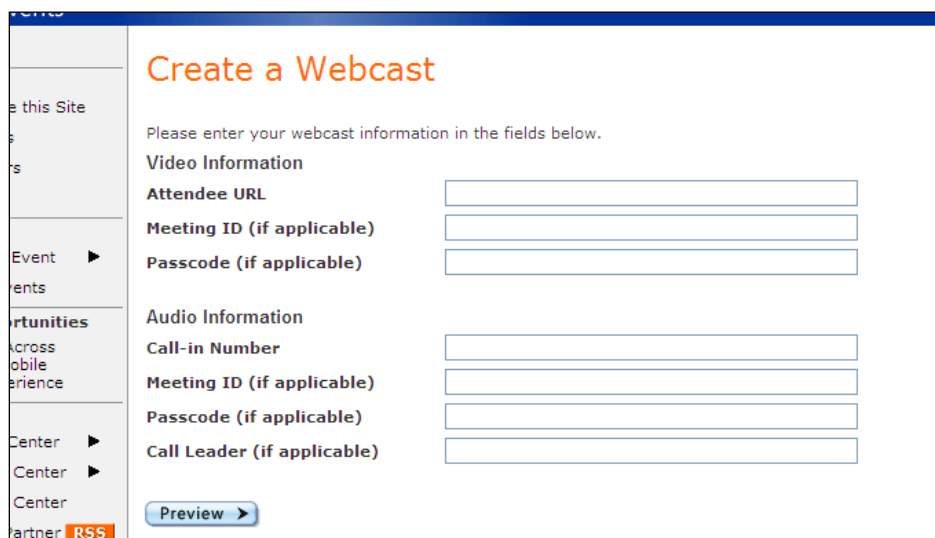
Point to **Create an Event** in the left navigation bar and click **From a Campaign** to go to the Create an Event page. Following the steps described above, in the "Creating a Seminar Based on a Ready-Built Microsoft Campaign" section of this user's guide, search for the campaign you want by assigning the appropriate criteria, then, at the top of the page for that campaign, click the **Create Webcast** link.

This brings you to an Event Focus page with pre-assigned event attributes that you can modify as outlined above. Once you're finished, click **Next**, and if you've selected two or more featured products for the event, you'll be asked to pick the product that will be the primary focus of the webcast, using a drop-down menu.

Then (or if you've selected only one featured product), you'll arrive at a My Partners page, where you can elect to host the webcast either by yourself or with other Microsoft partners.

Clicking **Next** again takes you to a Create Webcast page, with event name and description fields that are pre-populated, but that you can customize to fit your needs. You're also asked to assign dates, times, and other information. We recommend a welcome time of about 15 minutes prior to the start of the webcast. Also note that selecting a time zone here is particularly important, since people in many different parts of the country or the world may participate in the webcast.

Once you're finished, click **Next**. Here, you can enter any video or audio information customers will need to attend the webcast: the attendee URL, a meeting ID, a passcode, et cetera, as shown in the screen shot below.



The screenshot shows a web browser window with a sidebar on the left containing navigation links: "Home", "About this Site", "Events", "Opportunities", "Across mobile experience", "Center", "Center", "Center", and "Partner RSS". The main content area is titled "Create a Webcast" in orange. Below the title, it says "Please enter your webcast information in the fields below." The form is divided into two sections: "Video Information" and "Audio Information". The "Video Information" section includes fields for "Attendee URL", "Meeting ID (if applicable)", and "Passcode (if applicable)". The "Audio Information" section includes fields for "Call-in Number", "Meeting ID (if applicable)", "Passcode (if applicable)", and "Call Leader (if applicable)". At the bottom of the form is a blue "Preview" button with a right-pointing arrow.

Finally, to see what your event listing will look like on ClickToAttend.com, click the **Preview** button. From there, you can customize your registration-page layout, save and activate the listing, or perform other actions as described above.

Creating a Custom Webcast

If no existing webcast campaigns meet your needs, you can create a custom webcast. Just point to **Create an Event** in the left navigation bar, and then click **Custom Event**. At the resulting page, select the **Webcast** delivery method and click **Next**.

You'll arrive at an Event Focus page, where--as described above, in the "Creating a Seminar Based on a Ready-Built Microsoft Campaign" section of this guide--you can assign attributes to classify the event on ClickToAttend.com.

Once you're done, click **Next**, and if you've selected two or more featured products for the event, you'll be asked to pick the product that will be the primary focus of the webcast, using a drop-down menu. Then (or if you've selected only one featured product), you'll come to a My Partners page, where you can elect to host the webcast either by yourself or with other Microsoft partners.

Click **Next** again to advance to a Create a Webcast page, in which you may modify the name of the webcast, enter a description, and assign dates, times, and other information as described above. To continue, click **Next**, and you'll advance to a page where you can enter any video or audio information customers will need to attend the webcast: the attendee URL, a meeting ID, a passcode, et cetera.

Finally, to see what your event listing will look like on ClickToAttend.com, click the **Preview** button. From there, you can customize your registration-page layout, save and activate the listing, or perform other actions as described above.

Copying One of Your Own Existing Events

You can create an event based on one of your own previous events. Just point to **Create an Event** in the left navigation bar, and then click **Copy Existing**.

This brings you to a Copy Event page. Simply select the campaign you'd like to copy from the drop-down list, and then click the **Create** button. From there, the site leads you through the steps to create a seminar or webcast, as described above in the "Creating a Seminar Based on a Ready-Built Microsoft Campaign" and "Creating a Webcast Based on a Ready-Built Microsoft Campaign" sections of this guide. You can customize the event as you like and assign start and end dates as you go.

Managing Events

Once you've created an event on MicrosoftPartnerEvents.com, a Manage Events box will appear in the center of the MicrosoftPartnerEvents.com home page.

The screenshot shows the 'Microsoft Partner Events' interface. At the top, it says 'Microsoft Partner Events' and 'Scott Bishop, Fabrikam, Inc.' with the Fabrikam logo. Below this is a 'Manage Events' section. It includes filters for 'All (4)', 'Active (1)', 'Inactive (1)', 'Past (1)', and 'Cancelled (1)'. There is a 'Create An Event' button and a dropdown for 'My Location's Events'. A table displays one event: 'Fabrikam, Inc. presents: Improved Communication and Collaboration with the Microsoft Office System' in Bellevue, WA, owned by Scott Bishop, with code 109406, status Active, date 6/24/2006 at 9:00 AM, and 0 registrants. The table has columns for Event, Owner, Code, Status, Date/Time, and Registrants. At the bottom, there are links for 'Featured Articles Inside This Site' and 'Key Resources'.

Event	Owner	Code	Status	Date/Time	Registrants
Fabrikam, Inc. presents: Improved Communication and Collaboration with the Microsoft Office System Bellevue, WA	Scott Bishop	109406	Active	6/24/2006 9:00 AM	0

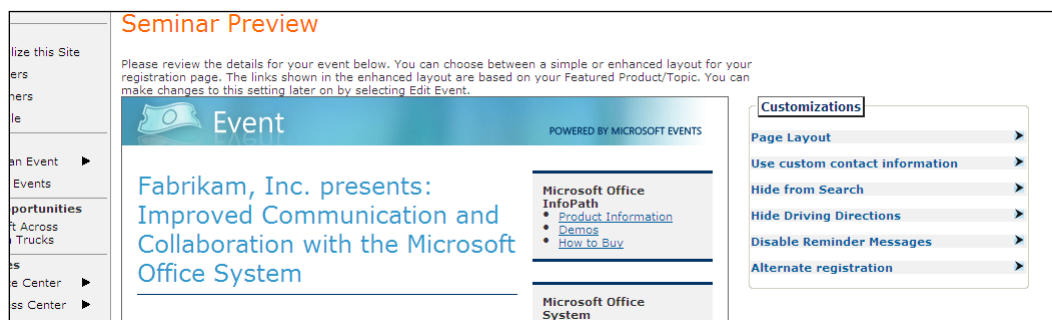
Here, you can see lists of any active, inactive, past, or canceled events you may have, along with the owner, Event Code, status, date, time, and number of registrants for each event. You can also go to an event's ClickToAttend.com listing by clicking its Event Code.

In addition, the Manage Events box enables you to edit and cancel events, view event registrants, add registrants by hand, and access event resources such as demos, marketing templates, and presentations.

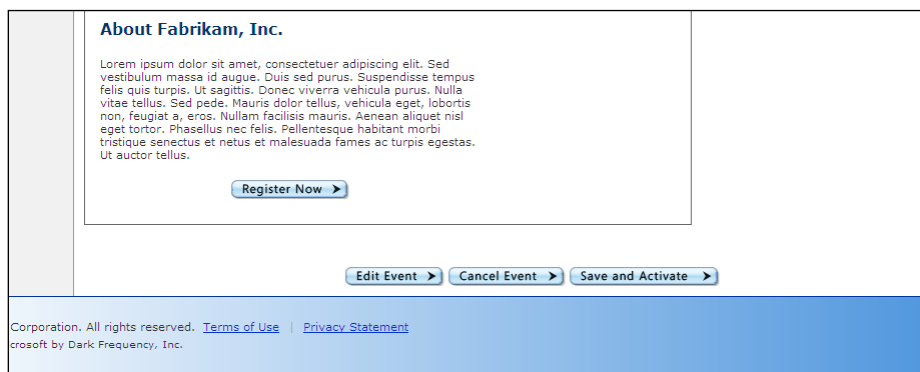
Editing or Canceling an Event

To edit an event, find the listing for it in your Manage Events box, point to the **Actions** link, and then click **Edit/Cancel Event**.

This brings you to a preview page for the event--similar to the one you saw when you created it--with a Customizations box to the right, offering a series of options described in the "Creating an Event" section of this user's guide. These enable you to modify the layout of the ClickToAttend.com registration page, exclude the event from ClickToAttend.com's search engine, hide driving directions, and perform other tasks.



Further options appear at the bottom of the preview page. If you wish to make changes to the listing, click the **Edit Event** button, which takes you back through the steps described in this guide's "Creating an Event" section. (An e-mail will automatically be sent to those who've registered for the event, informing them of the changes.) If the event's inactive, and you'd like to activate it, click **Save and Activate**.



The page also enables you to cancel the event if you wish. To do so, click the **Cancel Event** button. You'll arrive at a Cancel Event page, where you need to enter the reason for the cancellation and a message that will be e-mailed to the registered attendees informing them of the cancellation. When you're finished, click **Cancel Event**. This produces a dialog box that says, "Are you sure you want to cancel this event?" Click **OK**. (Note: this action cannot be reversed.)

Viewing Registrations

To see who's registered for a particular event, find the listing for the event in your Manage Events box, point to the **Actions** link, and click **View Registrations**. This takes you to a Manage Registrants page with a list of the registered attendees for the event, including their names, e-mail addresses, and companies; the dates and times they registered; and other information.

To delete an entry, click the **Delete** link. Note that this function is designed for deleting duplicate entries and cleaning up the registration list--not for un-inviting registered attendees. Customers do not receive any sort of notification if or when they're deleted from an event (and so are still as likely to attend).

If it's an event that's already occurred, you may indicate whether a customer actually attended by using the **Attended** drop-down list to the left and clicking the **Update Attendance** button at the bottom. The page also enables you to export the attendees list as an Excel spreadsheet. To do so, click the **Export to Microsoft Excel** link.

In addition, the page provides links that allow you to add a single registrant to the event or upload multiple registrants--features described in the "Adding Registrants" section below.

Adding Registrants

Sometimes, customers prefer to register for an event by phone or e-mail, or partners opt to register customers themselves by hand, rather than having them register through ClickToAttend.com.

To add such registrants to an event, find the listing for the event in your Manage Events box, point to the **Actions** link, and click **Add Registrants**. This brings you to an Add Registrants page. If you're adding just one registrant, the page provides a series of fields for you to fill out on his or her behalf: name, address, e-mail address, phone number, et cetera.

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Indicates a required field

First name *

Last name *

Email Address *

Title *

Company *

Business Address *

City *

State/Province *

Postal Code *

Country *

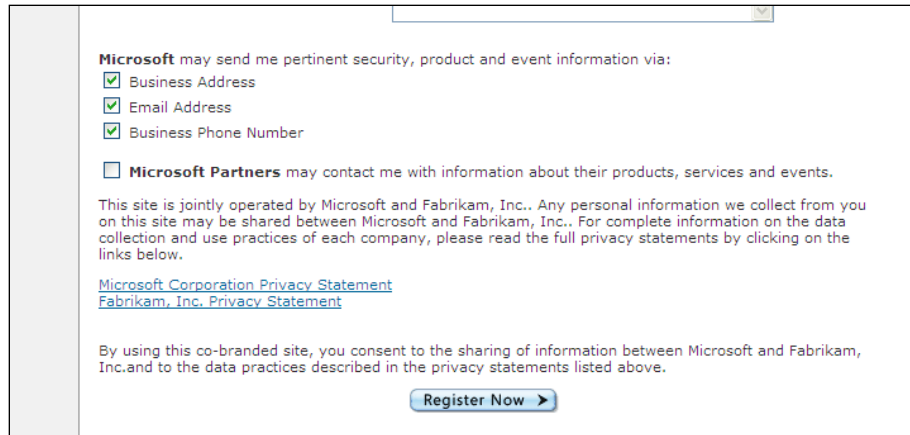
Business Phone *

Fax

Web Site

Please tell us how you heard about this event:

It also sports a series of check boxes, at the bottom, indicating whether Microsoft or the partner may contact the customer with information about pertinent products, services, or events. Select or clear these boxes as appropriate. When you're finished, click the **Register Now** button at the bottom of the page.



Microsoft may send me pertinent security, product and event information via:

- ☒ Business Address
- ☒ Email Address
- ☒ Business Phone Number

☐ Microsoft Partners may contact me with information about their products, services and events.

This site is jointly operated by Microsoft and Fabrikam, Inc.. Any personal information we collect from you on this site may be shared between Microsoft and Fabrikam, Inc.. For complete information on the data collection and use practices of each company, please read the full privacy statements by clicking on the links below.

[Microsoft Corporation Privacy Statement](#)
[Fabrikam, Inc. Privacy Statement](#)

By using this co-branded site, you consent to the sharing of information between Microsoft and Fabrikam, Inc. and to the data practices described in the privacy statements listed above.

[Register Now >](#)

If, on the other hand, you'd like to add multiple registrants to the event, click the **Upload Multiple Registrants** link at the top of the page. At the resulting page, toward the bottom, click the **Registrant Upload Template** link to download the Microsoft Excel Registrant Upload Template. Note that all required fields in this Excel spreadsheet must be filled in, and any yes/no fields must be marked with a "1" for a yes and a "0" for a no. (Otherwise, they'll default to no.)

Once you've finished your spreadsheet, use the **File to Upload** function on this page to find the file on your desktop and upload it to MicrosoftPartnerEvents.com. The registrants will be added automatically to the event.

Accessing Event Resources

To access demos, PowerPoint decks, and other support materials to help you execute a great event, find the event listing in your Manage Events box, point to the **Actions** link, and click **Event Resources**. At the resulting page, to download a file, simply click the appropriate hyperlink and open it or save it to your desktop.

Hosting a Microsoft Across America Truck

New to MicrosoftPartnerEvents.com, the Microsoft Across America program offers partners an exclusive participation opportunity and can help you take your events to a whole new level. Our trucks--each outfitted with the latest Microsoft software and a highly trained Microsoft Technology Specialist--are now available for use by our partners for their events, subject to availability.

As part of the deal, Microsoft provides:

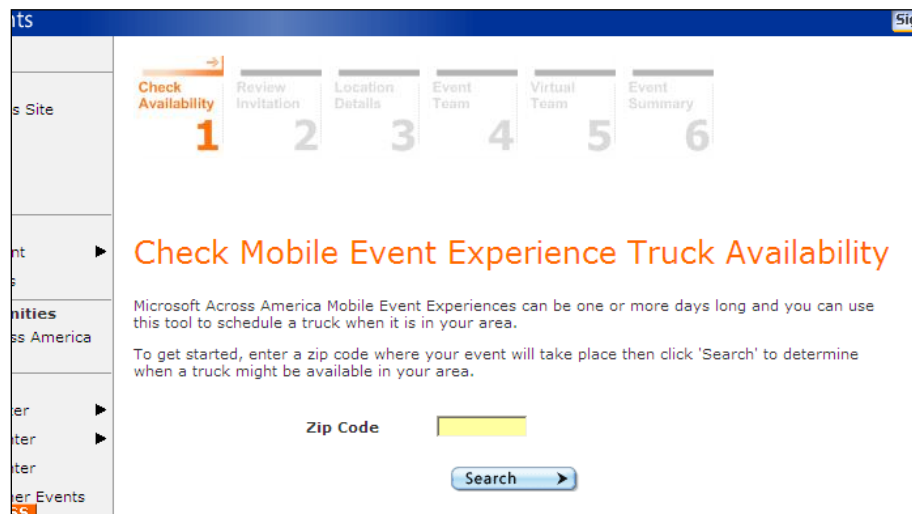
- One of seven Microsoft Across America 42-foot trucks, loaded with Microsoft software and partner hardware and software, featuring Cisco Systems, Hewlett-Packard, and Intel
- A highly trained Microsoft Technology Specialist to assist with live presentations and demonstrations aboard the truck
- Support from an experienced Microsoft Event Manager to help you plan your event
- Optional consultation services to help you develop sales, marketing, and public-relations plans for your event

By hosting a Microsoft Across America truck, you agree to:

- Either plan a high-impact event focused on small and midsize business customers or host the truck at an existing event like a trade show or conference
- Actively market and drive demand for your event
- Engage local media to promote your event, with Microsoft support, as appropriate
- Collect leads, provide sales follow-up, and report sales results back to Microsoft to help measure the effectiveness of your event

In addition, by hosting a truck, you agree to pay for any associated costs including, but not limited to, permits, parking fees, security services, show space, food and beverages, and giveaways.

You can apply to reserve a Microsoft Across America truck in six simple steps. First, click the **Microsoft Across America Trucks** link in the left navigation bar. At the bottom of the resulting page, click the **Next** button. This takes you to an availability page, where you can determine when or whether a truck will be available in your area.

The screenshot shows a web application interface for checking truck availability. At the top, there is a navigation bar with six steps: 1. Check Availability (highlighted in orange), 2. Review Invitation, 3. Location Details, 4. Event Team, 5. Virtual Team, and 6. Event Summary. Below the navigation bar, the main heading is "Check Mobile Event Experience Truck Availability" in orange. Underneath, there is a paragraph explaining that Microsoft Across America Mobile Event Experiences can be one or more days long and that users can use this tool to schedule a truck when it is in their area. Below this, there is a prompt: "To get started, enter a zip code where your event will take place then click 'Search' to determine when a truck might be available in your area." There is a text input field labeled "Zip Code" and a blue "Search" button with a right-pointing arrow. On the left side of the page, there is a vertical navigation menu with links: "s Site", "nt", "s", "nities", "ss America", "er", "ter", "ter", and "er Events". The "er Events" link is highlighted in orange.

Type your Zip Code in the field provided and click the **Search** button. The subsequent page will list the dates a truck is available. (If no trucks are available, you can contact the Microsoft Partner Events team at mpeadmin@microsoft.com to learn more about requesting a truck for your area.)

To choose a set of dates, click the **Select** button to its right. Then, pick a start date for your event by clicking that date in the calendar that's provided. The page will refresh, and you'll be asked to indicate how many days the event will last, using a drop-down list. Once you're finished, click **Next**.

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Check Mobile Event Experience Truck Availability

Event Start Date

Choose the start date of your event from the calendar.

June 2006						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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
2	3	4	5	6	7	8

Event Duration

How many days will this event last?

Days

[Next >](#)

This brings you to a Schedule Times page, where you'll choose the times your event will start and end each day. Click **Next** again, and you'll have the opportunity to review your invitation to apply for a Microsoft Across America truck, and what you're agreeing to do by submitting the application.

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Review Event Invitation to Apply

You're invited to apply to use the Microsoft Across America Mobile Event Experience.

Microsoft Across America Mobile Event Experience

You're invited to apply to use the Microsoft Across America Mobile Event Experience. The Microsoft Across America Mobile Event Experience is a fully outfitted technology center on wheels that will be available to partners and customers outside the venue at which Microsoft Across America events are being held. This opportunity offers partners a unique way to engage customers and demonstrate solutions in a hands-on environment. The goal is to give customers the right mix of value and vision and to give you a valuable resource that can be used to close deals and stimulate new sales opportunities. How you use your time on the vehicle is up to you. You can meet with customers, deliver live software demonstrations, or come up with another approach to help you demonstrate the value of your services and Microsoft software.

By completing this event application, you agree to the following, should your application be accepted:

Planning
 You agree to plot your event strategy, build your event team, define roles and responsibilities, draft timelines, and select an event location.

Preparation
 You agree to develop a theme and customize the presentation materials to match your event strategy.

Drive
 You agree to create a "can't miss" event, build an audience, map your demand generation plan, sign up customers and prospects for the event, confirm their registration, and remind them to attend the event.

If you accept the terms of the invitation, click the **I Accept** button at the bottom of the page, and you'll come to a Location Details page, where you provide details about the event you intend to host, including the name of the event, where it'll be held, the expected attendance, and appropriate contact information.

Once you're finished, click **Next**. This takes you to an Event Team page, where you'll assign appropriate marketing, presentation, and alternate contacts, choosing from drop-down lists of users associated with your account.

Click the **Next** button, and you'll be given the option to consult with members of the Microsoft Partner Events team to develop sales, marketing, or public-relations strategies for the event--free of charge.

Consultation Services

The Microsoft Partner Events Team offers the services of our own team members to consult with you on your event in the area of marketing, public relations, and solution sales.

Our team can assist in the development of your event marketing plan, public relations approach, sales offers to extend to customers at the event, as well as recommend resources and programs to assist with execution, and provide general advice as needed.

The consultation services are offered to you, free of charge.

If you would like to consult with our professionals, please check the box next to the desired consultation(s).

☐ Yes, I'd like a Marketing and/or Public Relations consultation to help develop or add to my demand generation plan for this event.

☐ Yes, I'd like a Sales consultation to help develop strong call-to-action offers for my event.

Next >

To accept, select the appropriate check boxes and click **Next**. Finally, you'll arrive at an Event Summary page, where you can review the details of your proposed event. If everything looks correct, click the **Finish** button at the bottom of the page to submit the application.

An Event Manager will contact you within one business day to discuss the details of the request and determine whether Microsoft will be able to approve it. If you have further questions about Microsoft Across America or an application you've submitted, please contact mpeask@microsoft.com.

Managing Your My Partners List

Some of the most successful events are those done in partnership with another organization. Microsoft partners who offer consulting services, training services, hardware solutions, software solutions, and software licensing often have natural synergies that, when brought together, help to create a great event.

To co-host an event with another Microsoft partner, and include that partner as part of the ClickToAttend.com event listing, you must first add the partner to your My Partners list.

Adding a Partner to Your My Partners List

To add a partner to your My Partners list, click **My Partners** in the left navigation bar. Click the **Click here to Add a Partner** link near the center of the page. This takes you to a separate page (shown next), in which you enter the partner's e-mail address and click **Submit**.

Add Partner

Using the form below supply the e-mail address of one or more of the partner users.

E-mail Address

Submit >

The page will refresh, and, if a match is found, the partner's name and location will appear at the bottom of the page. To add the partner to your list, click the **Add to My Partners** link to its left. This automatically returns you to the My Partners home page, where, in the Partners field, your newly added partner will appear.

If no match is found, please contact the partner and make sure you're using the e-mail address associated with the partner's MicrosoftPartnerEvents.com account.

Note: partners who haven't entered a privacy statement are not eligible to join a multi-partner event. Their privacy statement must be completed before you can select them.

Removing a Partner from Your My Partners List

To remove a partner from your My Partners list, click **My Partners** in the left navigation bar. Click the **Click here to Remove a Partner** link near the center of the page. This takes you to a separate page with a list of your partners. Identify the partner you'd like to remove and click the **Remove from My Partners** link to its left.

Browsing the Campaign Center

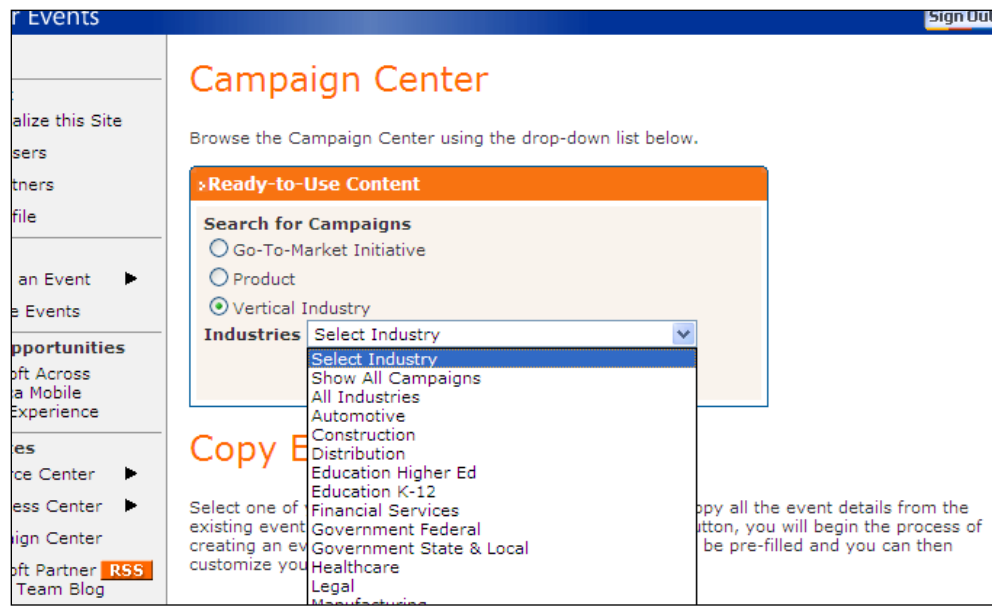
Also accessible through the Create an Event section of the site, the Campaign Center is a virtual library of ready-built event campaigns around which you can model your events.

Each campaign features a campaign overview and/or supplemental content provided by Microsoft that you can download, such as demos, PowerPoint decks, and marketing and training materials. Each campaign may also indicate the target audience, the target segment, the target industry, and the featured products or solutions.

To browse the Campaign Center, click **Campaign Center** in the left navigation bar. You can browse campaigns one of three ways:

- By go-to-market initiative
- By product
- By vertical industry

Once you've clicked the appropriate option button, click to open the drop-down menu below, and select the initiative, product, or industry you're interested in (as shown in the following screen shot).



The page will refresh, and any matching campaigns that are found will appear at the bottom of the page, with the name of the campaign (hyperlinked), the related products, and the delivery method (seminar or webcast). To see details and supplemental content for a particular campaign, simply click its name.

The corresponding page also allows you to create a seminar or webcast based on that campaign. To learn more about creating an event, please see the "Creating an Event" section of this user's guide.

If there's campaign content you want but don't see in the Campaign Center, please e-mail us as mpeask@microsoft.com, and we'll do our best to supply it.

Browsing the Resource Center

In our Resource Center, you'll find a wealth of materials and information, from expert articles and marketing tips to Microsoft product images and case-study videos. All are designed to help you make the most of MicrosoftPartnerEvents.com, your relationship with Microsoft, and your business.

The Resource Center is divided into four sections. The Expert Zone features articles from industry experts like Mac McIntosh, Robin Robins, and Peter Cohan to help you plan, market, and execute great events. Get tips on generating sales leads or creating killer PowerPoint presentations.

Personalize this Site

Manage Users

Partners

Profile

Events

Create an Event

Manage Events

Resources

Resource Center

Readiness Center

Campaign Center

Microsoft Partner Program Home


Event Opportunities

Microsoft Dynamics CRM 3.0 Launch Tour

Expert Zone


Advice and information from industry experts to help you plan, market and execute great events.

Columns




Marketing Expert
Christy Axford

- [Commodity or Classic? "Position It" for partners comes first!](#)
- [Marketing is Only Skin Deep: Looking at the Big Picture of Your Marketing Strategy](#)



PowerPoint Expert
Cliff Atkinson

- [How to Addict Your Audience to Your PowerPoint](#)
- [The Cognitive Load of PowerPoint: Q&A with Richard E. Mayer](#)
- [Bullet Points Kill \(Effective Communication\)](#)
- [How to Choose a Vendor by the Quality of their PowerPoint](#)
- [PowerPoint and Organizational Storytelling: Q&A with Stephen Denning](#)
- [My Brand is my Message, Not my Logo: Q&A with Jason Fried](#)



Sales Lead

- [Marketing Events: What Works, What Doesn't](#)

In the Marketing Zone, you'll discover articles, strategies, and templates to help you effectively promote your event, with topics such as crafting an elevator pitch, marketing on a shoestring, and writing effective event descriptions. The Multimedia Library offers Microsoft product images and logos, case-study and scenario videos, and other resources to supplement your presentation, as well as information about Microsoft's Technical Demonstration Toolkit, available exclusively to Certified and Gold Certified partners.

Finally, in Frequently Asked Questions, you'll find answers to questions about the MicrosoftPartnerEvents.com site, creating events, entering a privacy statement, additional event services offered by Microsoft, and other topics.

To access the Resource Center, simply point to **Resource Center** in the left navigation bar, and then click the appropriate hyperlinks (**Overview**, **Expert Zone**, **FAQ**, etc.) to see resources of interest.

Browsing the Readiness Center

The Readiness Center is designed to help you plan and execute successful events. It offers a series of trainings that walk you through the process of organizing an event, along with templates, timelines, checklists, and other handy tools. Additional resources help you fine-tune soft skills such as marketing, sales, and presenting and show you how to improve the quality of your leads.

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Readiness Center

Many partners today host events to generate leads or to create community in their existing customer base. An event can be in-person or on the web, live or recorded. In this section we have pulled together tools, resources and trainings for you to learn how to effectively host an event as well as to be an ongoing reference in helping you create successful events.

An event is made up of a series of phases and many responsibilities and we have grouped these into three areas:

Pre-Event Planning Training and Resources

Starting as far out as possible you need to have a plan and checkpoints in place to ensure that when the day of your event comes you haven't missed any critical details. This section will cover the logistics of an event and how to generate interest in your event, i.e. marketing.

[Go >](#)

Day of Event Preparation Training and Resources

The day of the event is here and you need to be completely prepared for your attendees as well as for any unforeseen circumstances that come up. This section will give you tips on how best to prepare for the day of the event once the invites are out, venue is booked and presenters are confirmed. This section includes preparing the presentation, how to present and how to host your attendees the day of the event.

[Go >](#)

To access the Readiness Center, simply point to **Readiness Center** in the left navigation bar, then click the appropriate hyperlink to advance to the area you want, whether it be pre-event, day-of-event, or post-event resources.

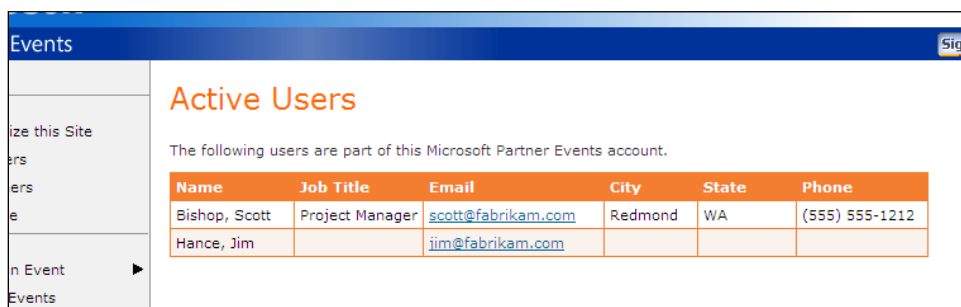
Viewing the Microsoft Partner Events Team Blog

A recent addition to MicrosoftPartnerEvents.com, the Microsoft Partner Events Team blog features news bits, tips, site updates, event ideas, and so-called "Pointless Posts"--all provided to help partners make the most of MicrosoftPartnerEvents.com and their relationship with Microsoft.

To see the blog, simply click the **Microsoft Partner Events Team Blog** link in the left navigation bar. You can also subscribe to the blog's RSS feed (using Internet Explorer 7.0 or another reader) by clicking the **RSS** graphic, located next to the **Microsoft Partner Events Team Blog** link in the left navigation bar.

Viewing Active Users

To see a list of users associated with your MicrosoftPartnerEvents.com account, click **View Users** in the left navigation bar. The resulting page shows users' names, job titles, e-mail addresses, locations, and phone numbers.



Name	Job Title	Email	City	State	Phone
Bishop, Scott	Project Manager	scott@fabrikam.com	Redmond	WA	(555) 555-1212
Hance, Jim		jim@fabrikam.com			

The page also lists any users who are members of your Microsoft Partner Program account but aren't yet using MicrosoftPartnerEvents.com. To invite a member to use the site, find him or her in the list and click the **Invite** link to the right. Instructions on how to access MicrosoftPartnerEvents.com will be included in the invitation e-mail.

Note: you can add users to your MicrosoftPartnerEvents.com account, edit existing user information, or delete users at <http://partner.microsoft.com>.

Viewing and Updating Your Partner Profile

To see your Partner Profile, click **My Profile** in the left navigation bar. Here, you'll be presented with a form (shown next) that shows your Partner Program Level, your company name and address, and other account information.

Partner Profile

Update your partner profile at <http://partner.microsoft.com>

Partner Info

Partner Program Level Gold Certified Partner

Partner Program ID 0

Partner Central Account

If you do not have a Partner Central account, [e-mail the Partner Central Support team](#) to request access.

Company

Display Name

Address 1 Microsoft Way

City Redmond

State/Province WA

Postal Code 98053

Country USA

Telephone Number (555) 555-1212

Fax number (555) 555-1212

The form allows you to change your company's display name and Web site as well as your preferred contact e-mail address and phone number. It also enables you to identify preferred event locations. These preferences will be used to customize event opportunities, event calendars, and other features of the site, and can be changed at any time.

Preferred Event Locations

Please set your Preferred Event Locations below. Your preferences will be used to customize event opportunities, event calendars, and other features of the site. You can make changes to these settings at any time.

Available

Alabama
Alaska
Arizona
Arkansas
California
Colorado
Connecticut
District of Columbia
Delaware
Florida
Georgia
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana

Selected

Finish

When you're finished, simply click the **Finish** button at the bottom of the page. Note: you can make further changes to your Partner Profile at <http://partner.microsoft.com>.

Resetting Your Password

If you've forgotten your password, and you need to reset it, just start by clicking the **Sign In** button on the MicrosoftPartnerEvents.com home page. On the subsequent page, click the **Forgot your password?** link below the Password text box. Then, in the boxes provided, type your e-mail address and the characters shown in the picture and click **Continue**.

This brings you to a Microsoft Passport Network page. Simply click the **Send Message** button, and you'll receive an e-mail with further instructions to help you reset your password.

Signing Out

To sign out, simply click the **Sign Out** button that appears in the top right corner of each page. This ends your session.